

**BUSINESS PLAN OF
GOLDEN FOOD ENTERPRISE**

Prepared for

HJ. MUHAMMAD ZAIN BIN IDRIS

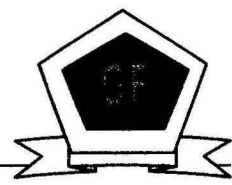
Prepared by

Khairunniza bt Hamzah	2004251344
Kasmawati bt Razali	2004290530
Norhaslina bt Abu Samah	2004290443
Norzanariah bt Hj.Mokhtar	2004290283
Nur Shuhada bt Hilal	2004289702

Diploma in Science

UNIVERSITY OF TECHNOLOGY MARA PERLIS

4 April 2007



1.0 INTRODUCTION

Based on market demand, manufacturing and processing food is a good business to develop. Regarding to that, Golden Food Enterprise with five partnerships was operate. The objective of the company is to introduce these food industries to the international market. It will also give the job opportunity to the community especially Bumiputra's. Beside, this company tries to take the opportunity to commercialize this type of food especially the main product kuah rojak and black pepper sauce. With the existing of this company, it will gives a good competition among the others company that involved in this industry too. Lastly this company tries to provide a variety of halal food in the market. Our business is references from :

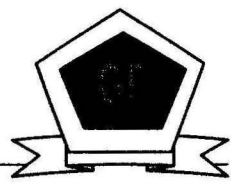
Mr. Ismarizan B. Ismail

b/p Mr. Zubir B. Zabidi

Onlyone ZUZA Food Industri Sdn. Bhd.

No. 73, Lot Industri KEDA Napoh,

06000 Jitra, Kedah Darul Aman,



1.1 SYPNOSIS

In this business plan we have chosen to open Golden Food Enterprise in Perak. The Golden Food Enterprise is a partnership business where there are five of us in this business.

The main office of Golden Food Enterprise at :

Lot 10 Persiaran Industri,
Kawasan Perindustrian Jelapang,
30100 Ipoh,
Perak Darul Ridzuan.

PREFACE

Golden Food Enterprise will start operation in January 2010 at Perak. The operation business is 8 hours per day, for 6 day per week and the holiday is on Friday. We will be opened everyday except on Friday starting from 8.15 am until 5.15 pm.

Table Of Content

	pg
Cover Letter	(i)
Loan Application Letter	(iii)
Title Page	(v)
Acknowledgement	(vi)
Table Of Contant	(viii)
1.0 Introduction	1
1.1 Synopsis	2
1.2 Partnership Agreement	5
2.0 Purpose	10
3.0 Company Background	13
3.1 Logo	14
3.2 Logo Description	15
3.3 Background Of Owner/ Partnership	16
4.0 Administration Plan	
4.1 Introduction to Organization	21
4.2 Organization Plan	21
4.3 Strategies of Organization	22
4.4 Type of Building and Infrastructure	22

4.5	Location Plan	24
4.6	Office Layout	25
4.7	Organization Chart	26
4.8	List of Administration Personnel	27
4.9	Schedule of Task and Responsibility	28
4.10	Schedule of Remuneration	30
4.11	List of Equipment and Supplies	31
4.12	Administration Budget	32

5.0 MARKETING PLAN

5.1	Introduction	33
5.2	Product Or Service Description	34
5.3	Target Market	36
5.4	Marker Size	37
5.5	Main Competitors	38
5.6	Market Share	39
5.7	Sales forecast (State In Unit Or RM)	41
5.8	Marketing Strategies	43
5.9	Distribution Strategies	45
5.10	Marketing Budget	46