



اَوْبُو سَيْدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



CRUSENT

GHOST SAUCE

BLUEPRINT (BP)
CRUSADERS ENTERPRISE
TECHNOLOGY ENTREPRENEURSHIP (ENT600)

FACULTY : FACULTY OF COMPUTER AND MATHEMATICAL SCIENCE
PROGRAMME : DEGREE IN STATISTICS (CS241)
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GROUP : 6B
LECTURE : MADAM YUSRINA HAYATI NIK MUHAMMAD NAZIMAN

Submitted to

MADAM YUSRINA HAYATI NIK MUHAMMAD NAZIMAN

Submission Date

11 JULY 2020

1.0 EXECUTIVE SUMMARY

The Crusaders Enterprise was established on 1 March 2020 as the fruit of my commitment to my passion. My company consists of the Managing Director, Operations Manager, Marketing Manager, Administration Manager and Financial Manager. The total contribution is RM44,000, with which to set up a company. Crusaders Enterprise was named after the word Crusaders, which means someone who makes a determined effort to achieve or stop something because of their strong beliefs.

The main product of the company is the hot sauce, which named Ghost Sauce. It is made of carefully selected ingredients to ensure the quality product. Ghost Sauce contains a lot of rich ingredients that make hot sauces flavorful and spicy that are great for people who love spiciness. The product was primarily marketed through retailers, as they work best as a one-stop shop for our potential customer to search for our product. Retailer also helps increase consumer awareness of our product by promoting our product in their shop. I also manage my own marketing services, such as social network advertising.

In the Subang Jaya, Selangor, Crusaders Enterprise is situated. This is due to its strategic location in order to reach all of my potential customers and suppliers at once. My company is also located close to banks and government offices to facilitate my management process. Selangor is also located in the middle of many other states, such as Kuala Lumpur, Melaka, Perak and Negeri Sembilan, which is good for my business as I can reach out to other neighboring states to further promote my product.

I believe to supply a product that facilitates the business of my customers and incorporates my own value as a sustainable company. In the first three years of sales projection I managed to build my company from the bottom up to generate profit. I trust my financial capacity to raise further sales while increasing consciousness about the products.

1.1 Name of The Company

Crusaders Enterprise is the name of my company after considering several options during my brainstorming process. Crusaders Enterprise was named after the word Crusaders, which means someone who makes a determined effort to achieve or stop something because of their strong beliefs. My business is built with the belief that this company is able to conquer the market by putting a lot of effort into my business. By choosing this specific name, I hope that my value and belief can be portrayed to my customer and further raising the awareness of my products and brands.

1.2 Nature of Business

My company is a sole proprietorship. My company can be classified as a private enterprise that offers profitability products and services. Crusaders Enterprise is a food-producing business in which I manufacture condiments for the food industry. Crusaders Enterprise is committed to produce high-quality food products by prioritizing food safety, thus ensuring that they are suitable for consumption and are consistently delicious. My standard operating procedure will ensure that all staff members are aware and in compliance with the requirements in order to provide only the best quality products to our consumers.

1.3 Objectives of Organization

- **Emerge new Bumiputera Company**
 - I want to be Bumiputera's role model to ensure that many more entrepreneurs appear in the market as I can pursue them. There is a shortage of businessmen who are highly driven to keep up.

- **Sourcing the demand for hot sauce**
 - As many influences from other nations increase, the demand for hot sauce increases. With increasing influences, demand will remain higher as

Malaysians are very interested in trying something new, as well as fancy Malaysian spicy foods.

- **Produce good quality food with lower price**
 - Most hot sauces are imported from other countries. As a result, prices are a little too high for a normal household in Malaysia. In order to cater to all Malaysians, Crusaders Enterprise will produce products with high quality ingredients at a very affordable price.

1.4 Purpose of Organization

- To produce high quality and affordable hot sauce.
- To satisfy customers demand and needs.
- To increase business profit and create surplus income from income.
- To provide job opportunity and retain long term in this business.

1.5 Background of Organization

Name of Business	: Crusaders Enterprise
Address	: 10, Jalan TP2, Taman Perindustrian, UEP 47620, UEP Subang Jaya, Selangor
Telephone Number	: 03-8023 3308
Fax Number	: 03-8023 3309
Email	: Crusaders Enterprise@gmail.com
Form of Business	: Sole proprietorship
Date of Commencement	: 1 st January 2020
Date of Registration	: 1 st March 2020
Business Registration Number	: 840541 M
Name of Bank	: Maybank
Bank Account Number	: 162777897512

1. Company's name

- Crusaders Enterprise

2. Business form

- My business operation and administration will base on the Business Registration Act 1956 (revised 1978) and sole proprietorship

3. Business location

- 10, Jalan TP2, Taman Perindustrian, UEP 47620, UEP Subang Jaya, Selangor

4. Business will start

- My business will start to operate on 1st March 2020.

5. Position

Name	Position
Nur Ain binti Samsudin	General Manager
Nur Ain binti Samsudin	Administrative Manager
Nur Ain binti Samsudin	Financial Manager
Nur Ain binti Samsudin	Marketing manager
Nur Ain binti Samsudin	Operational Manager

6. Equity Distribution

Name	Position	Equity
Nur Ain binti Samsudin	General Manager	RM 10 000
Nur Ain binti Samsudin	Administrative Manager	RM 8 000