



FACULTY OF ACCOUNTANCY

FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT300)

BUSINESS PLAN
"CHEESU CO"

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1.1 Executive Summary

Cheesu, is a new company that operated in Malaysia. It is the first company that being managed by Bumiputera. The name of this company is come out from the imagination by partnership members. It shows that how we positioning our products in customer's mind until they can remembering our company's name, simple and easily to pronounce.

As for the business, we are providing a special delicious side dishes , dessert and heavy foods. As we go through the changes of economic and environment, people nowadays don't put on simple food on their own daily meals. So, our surveying we conclude that we are going to provide products in Malaysia with high quality.

We are starting our business with the cost of capital of RM 55,000 and 4 of the partners are contributing RM10,000 and 1 of the partner is contribute RM 15,000. We have 5 workers that is general manager, marketing manager, administration manager, operational manager and financial managers.

Our market target of customers' characteristics is come from all income level and for all of the customers' level of ages, that is adult, teenager(young adults) and children. Even children can also effort to buy our products.

Business plan is necessary to all entrepreneurs. It is prepared to a group people which are owners itself, bankers, suppliers, customers and employees. This plan include in Business Plan chapter which consists of marketing, administration, operational and financial.