



UNIVERSITI TEKNOLOGI MARA

ENT300 BUSINESS PLAN

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Executive Summary

1.0 Introduction

Anello Torta is the name of the company in manufacturing the production of food. Anello Torta produces local food which is cookies or known as 'Kuih Cincin' whereby the local food cookies has their own flavour as well as the cookies having some innovation than its origin. It is located in house No 180, Pkt 3 Jalan Pasar Kg. Likas Kota Kinabalu Sabah and allows the locals, tourists and vendor such as Giant Supermarket, CKS, and Servay as well as Philippines market customers at Kota Kinabalu city can purchase more *kuih cincin* because nowadays, there is no competitor who produce kuih cincin in doing innovation of this local food into modernization. Thus, it is the company who produce the *kuih cincin* modern.

Moreover, Anello Torta's concepts are local and modern. It is able to attract the customers because its flavour and able to serve the customers or consumers in one quick and entice new or regular customer because its variety of flavour. Anello Torta expects to catch the interest of a regular royal customer base with its cookies with flavour. The company also plans to build a strong market position in the town, due to the partner's industry experience and its less competitive climate in the area.

Next, our company aims to offer its products at a competitive price to meet the demand of the middle to higher income local market area residents and vendor in supermarket in Kota Kinabalu City.

Furthermore, people in the Semenanjung Malaysia who attracted in local food Sabah also will be more interested with the new product strategy and design of *kuih cincin* in modernization and innovation of its cookies. So we believe that our company will be able to

reach the objectives and goals also well-known for all people across Malaysia including tourists.

We, Anello Torta would take the opportunity that the business has the potential of success provided that it is handled efficiently. This business is new in the market to people from all ages who like to eat such as cookies. Nevertheless, food production is normally operation in a shop and mostly they are operating at the shopping complex and going to open online business.