



اَوْبِقُوْا سِيَّتِيْ تَيَكُوْنُوْا لِيْ مَوْتَابِرًا
UNIVERSITI
TEKNOLOGI
MARA

(DE SAMBAL SDN BHD) BUSINESS PLAN

Faculty : Faculty of Business
Program : Bachelor of Business Administration (Hons.) Human Resources
Program Code : BM 243
Course : Principle of Entrepreneurship
Course Code : ENT 530
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Submission date:

JUNE 2019

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1. EXECUTIVE SUMMARY

Our team produce a homemade based on 'sambal' product that is made 100% quality ingredients. We provide safe and delicious sambal that can be consume by everyone. The unique of this product is we produce this sambal with a very good quality product and that will be our signature product.

For our product, the potential markets that we are targets mostly students and resident around Shah Alam. The projection that we will face is that we are a newbie and lack of knowledge in doing business. There are also a few competitors that sell the same products as us which they already have loyal customers in their business.

With all of our commitment and fully cooperation with each partner, we are confident that we will succeed in doing this business. Also, we will try to promote our business to ensure this business growth bigger from day-to-day. We will focus on give the best services than other competitors and gain as much profit so that, we can expand our business and become a well-known Muslim supplier to supply a good quality homemade product around Malaysia and soon to the whole world.

2. BUSINESS BACKGROUND

Name of the Business	DE SAMBAL SDN BHD
Form of Business	Partnership
Address	No. 1, Jalan Utarid U5/12, Mah Sing Integrated Industrial Park, Seksyen U5, Mutiara Subang, 40150 Shah Alam, Selangor
Form of Business	Partnership
Telephone No	014-9076454
Fax No	03-55611850
Email	desambal.biz@gmail.com
Main Activity	Produce Sambal Bilis
Date of Commencement	1 st January 2019
Name of Bank	Maybank
Bank Account No	162218709034

2.1 Industry Profile:

De Sambal is a business that produces sambal and our ingredients are all 100% halal and safe to consume. Our main product is Sambal Ikan Bilis where you can enjoy the crunchiness of it in the comfort of your own way whether at home or while travelling.

2.2 Factors in selecting the proposed business:

There are a few aspects regarding why we choose to start this business. Firstly, we want the community to know that there is a lot of goodness in homemade sambal that the ingredients used are all safe and halal instead of buying the outside food where we do not know where the sources are from. De Sambal does not contain any toxic or harmful ingredients and thus it is safe for all. Other than that, we see a lot of same product nowadays with extremely