



**FACULTY OF ADMINISTRATIVE SCIENCE &
POLICY STUDY**

**ETR300
BUSINESS PLAN**

ENVY PATRIMONY™

PREPARED BY:

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ACKNOWLEDGEMENT

Firstly, we would like to give full thanks to Allah S.W.T that gives us full blessing in order to finish this important assignment that is the ETR 300 or known as Fundamentals or Entrepreneurship that is all about teaching us in how to become an entrepreneur in future. Not to forget to our beloved lecturer that guide us throughout the semester and provide us the most important information that is Mr.Mohd Ariff Kamaludin. This assignment is very important and we have to make sure that this assignment is completed within the given time. Even though, we have faced many challenges and problems upon completing this assignment but finally we have made it and the secret of this success is fully dependable on the group work and of course everyone had been divided with their own task in order to finish this important assignment. This assignment also thought us on how to manage a business whether it is in sole proprietorship or partnership. We have also learned the way to control the budget through this assignment. Not forget to mention, the company that help us a lot in completing this assignment, Telur Pindang Warisan. We choose the stated company in order to gain as much information that we can get upon finishing the assignment. We hope that this assignment will help us to cope with the business field and understand the way of its procedure effectively by learning any things that is related to the business activities. Lastly, not to forget to all our friends from AMD5PB that helps us in providing information that.

NAME OF THE COMPANY

Our company name is Envy Patrimony and it based on providing product. The product that we sell is the one and only the traditional food which is “Telur Pindang”. Our product basically famous among the Malays and Chinese people. We sell our product for wedding ceremony, restaurant, food stall and others events that suitable. Not to forget, our company focuses on family oriented that is focus on attracting all member of family to spend their good quality of time together while enjoying eating our product. We choose to use the name “Envy Patrimony” is because the word itself reflect to our continuous heritage by our great grandparents recipe that being envy and admired by people.

The Telur Pindang Warisan is one of the famous Malay traditional food especially among the Johor people and it is one of their must have food for weddings and other events that related to their culture. Long time ago, this food only is taken by the upper class such as the Kinship. It is because the process to serve this food is very complicated, it takes time to cook. In addition, there are only several people who know the recipe. The unique of “Telur Pindang” is it color and taste. Compared to normal egg, Telur Pindang is dark in color, plus the ingredients which are the variety of herbs caused the wonderful taste of the egg.

Nowadays, Telur Pindang known as a must serves food especially during the wedding ceremony, “kenduri”, family gathering and so on. Usually, this food will be packed in fancy and attractive packaging as a gift and souvenir for the guest. Moreover, this traditional food can be considered as special and valuable food. Besides, the most



special thing about Telur Pindang is the duration of use and it can be keep within three month, store below 36° and no need to keep in the freezer. Next, it is rich with variety of vitamins, proteins as well as goodness of herbs.

Basically, Telur Pindang can be taken at breakfast, high tee, snack or appetizer. It can also been taken with nasi lemak, nasi minyak and even with sandwich.

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