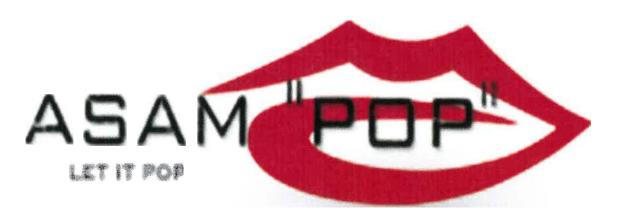
BUSINESS PLAN FOR



ENTREPRENEURSHIP (ENT 300)

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1.0 INTRODUCTION

1.1 PURPOSE OF BUSINESS

- This business is based on partnership consisting of 5 members who hold
 important position in the company which are General Manager,
 Administrative Manager, Marketing Manager, Operational Manager and
 Financial Manager. The business capital is RM15, 000 where the total
 contribution of each member is RM3, 000. Puff with meatballs is one of our
 famous puffs in our company.
- ASAM POPwith tagline 'LET IT POP' is made up to make it viral among our customer.
- ASAM POPE TERPRISE's pany focuses on food production in
 Malaysia ASAM siver is back then but now its popularity is
 kind of fading away from its own domain, which is our country.
 - The company is concentrating on customers satisfactions. We will provide our customers with all the needs they need. We also attract customers from the youngest age to the oldest age.
 - We will expect that our business will developed in the near future because our ASAM is an extraordinary and we also want to bring Malaysia's famous fruit to be well-known around the world.

SUMMARY

Asam Pop involves in manufacturing `asam` powder, we will make sure that our customers will get only the high quality `asam` powder which are from our own recipes. After doing some research, we conclude that there is a high demand of our products from the people. Therefore, we see this as an advantage to grab the opportunity of making profit.

We only provide products that are fresh and halal for our customers and it is our pleasure to satisfy their needs and wants.

As conclusion, we are sure that we are able to cater to the needs and wants of our target market. We hope that we can be the main 'asam' powder manufacturer not only in Johor but also in Malaysia. Furthermore, we also hope that our products can enter the international market in years ahead. We will give all of our efforts to make this hope comes true.