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“UNIVERSAL HERBS PORRIDGE ENTERPRISE”

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1.0 EXECUTIVE SUMMARY

After came with more than one ideas, at the end of the result we choose to produce the Universal Herbs Porridge as our product. This business is one of the partnership business which is involving five person that have good basic in business and management as well. The idea to make Universal Herbs Porridge comes after we conduct a research and observation on how big the market of porridge makers and many others potential factors that can bring profit to us.

Our business plan is pointing to become the first producer and supplier of Herbs Porridge in Sabah. We already consider all of risk that will came out from this trial, however we are realized on few factors such as the demand of the market, the sources of our main materials that is Herbs which we plant by ourselves, and the availability of collecting other materials that is consider as necessary. Thus, we would like to take this opportunity since there is a high potential of validity in this business and we will put the priority on the quality of the products and services, customer's satisfaction and customer's conveniences.

We are realize that the success of business is based on how proper the management system of the organization. There are five of header in our business who holds the importance position that are General Manager, Administration Manager, Operations Manager, Marketing Manager and Financial Manager. Apart from that, we can do our own responsibilities and be multifunction positions.

Our business is a manufacturing product, so it is very complicated to overcome all things which are including in order to start the manufacturing processes. Fortunately, we are given the opportunity to rent a premise lot at Suria Sabah Mall, a newly made shopping mall which is located in the city of Kota Kinabalu. Regarding the facilities, we are very concern about all the machines and materials where are needed in our operation.

As a new product in the industry, we would like to prepare the guideline on how to promote our product. There are several ways on how we can get our customers' attention. Marketing is very important because from it, we could identify our market strategies, market size, target market, market share and so on. Besides, we also can determine who can be our competitor, because even we may be the first producer or supplier of such product in Malaysia, but there are also some products already that similar to this from other countries such as Thailand or Indonesia. We take the other company as a competitor not only based on the supplier, but we also consider the KFC product, McDonald and others. For the first phase our target market is those people who work near to the Suria Sabah Mall and other nearest markets and companies. According to our observations, we believe that our business can be commercialized to the higher stage since the resources can be found in an easy way and a few amounts of capital are needed. For the long term, this business is predicted to bring a lot of profit when it reaches a stable level in the market.

From our view, we believe that this business has the potential to be developed according to the new introduction of various local porridges to the bigger and higher stage. We would like also to commercialize our local porridge to local people and also to tourists since Sabah is one of the best places in promoting tourism in Malaysia.

For the commencement date of our business operation, we have discussed among the partners of the business, and the result is all of us agreed to start our business operation in the early September 2013 soon after we have done with all the requirements to start a business, and of course, the time when we already finish our diploma.

About the amount of loans that are required for this business, we decide to apply RM40,000.00 from MARA. Even though our business is only about to start, but since we choose the strategic location that is at the Suria Sabah Mall, we assume that its rental costs will be much more higher than that is RM2200 per month.