



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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BUSINESS PLAN



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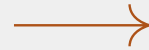
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Executive Summary

PESTO, A NEW ERA IN FOOD INDUSTRY



PESTO exist for people especially housewife and women who love to cook. Our product is a paste specifically for a pasta paste and sauce like carbonara, marina Italian and so on. PESTO factory are located in Selangor. Sharon Dubah, along with her partners, they establish PESTO Enterprise together in order to make sure people can make delicious food in a short time. PESTO offers a food paste product especially the western food paste. Since there is not a lot of western food paste in Malaysia, we took this opportunity to make a new product with a new taste to satisfy our customers. We have to compete with a huge and popular brand in this industry like PREGO and ADABI. In order to compete with these brand, we have to give it all in our production and marketing department to ensure the success of PESTO. Currently, we have 5 main department, human resources, accounting department, marketing department, administration department and production management. Every department play a vital role in PESTO to make sure that the business will run smoothly. With a great teamwork that are practiced in our work environment, we are confident that PESTO can compete with others and become the first choice of customer when it comes to buy food product. Our product will produce in Klang, Selangor, and we will distribute our product to the mall and minimarket. Now, we are focusing on improving our product in terms of taste and quality. PESTO promised our beloved customer that our product is safe and halal to eat. Since most people in Malaysia are Muslim, we know halal status is a mandatory to any company with a food production. We also promise our customers a good quality of our products without having to use a lot of money to buy it. In the future, we will increase our product with a good taste and easy to cook that is suitable for any ages. We also hope that our product can help people learning how to cook especially people who lives alone. PESTO are confident we can offer you something that you need in future

1.1 Introduction To The PESTO Business

PESTO Enterprise is named after the product itself which is paste with the slightly different spelling but same pronunciation PESTO Enterprise will specialize in selling three flavours of paste for the beginning and it will be added time to time according to customers feedback towards it. The three flavours of paste are: 1) Carbonara, 2) Marina Italian, and 3) Pesto. PESTO Enterprise is a partnership business of 6 partners and it was first founded by Sharon Dubah Anak Franklin, the General Manager of PESTO Enterprise.

PESTO Enterprise serve paste which suitable for all generations. Furthermore, PESTO Enterprise comes out with the paste idea is actually to make it easier for customers to prepare food. PESTO Enterprise targeted customers are among mothers and also students since we observe that nowadays a lot of time is needed to do others task. So, PESTO Enterprise is ready to help to shorten the time consumes to cook for family or even for own self besides having delicious dishes.

PESTO Enterprise also aspires people to be creative when cooking since pastes from PESTO Enterprise can be used to prepare various dishes like pastas, sandwiches, fried rice, soups and others. This shows that paste from PESTO Enterprise is most suitable for gatherings with relatives and friends because it can save times for the preparation of a lot of food and can also serve a variety of dishes for guest in any occasion thus strengthening the relationships. This paste from PESTO Enterprise will become the favourite of customers by providing high quality dishes via the flavour, and the multipurpose of the paste itself.