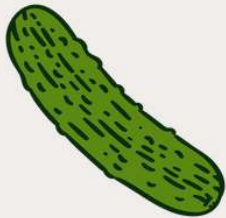




BUSINESS PLAN

DIP 'N DRENCH[♦]

PICKLE SAUCE



**ENT300 – FUNDAMENTALS
OF ENTREPRENEURSHIP**



AS114 5B1

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Executive Summary

Dip n' Drench company is a company that offers the best pickles condiments (dip and salad dressing sauce) with unique and better taste to our beloved consumers. It is target to provide satisfaction with high quality in line with our vision and mission in order to compete with other brands in this Food Industry. Our top products, consists of The OG! (original) and Don't Sweat It! (spicy) will be highlighted in this business plan as our main product under Dip n' Drench company. We ensure that this pickle condiment will not only famous among pickles lovers but only people who want to practice healthy lifestyle as our product comes with many nutrition at affordable price.

Our business is run by five important figure namely General Manager, Human Resource Manager, Financial Manager Marketing Manager and Production and Quality Manager. All of these figures hold a critical roles in our organization in order to achieve our objectives in this business path. As for the marketing plan, we decided to choose some strategic place to build our factory and branches as well as we prepared with many marketing strategies to ensure this business is run smoothly. We are planning to sharpen our operational plan to increase the sales of Dip n' Drench products as many consumers may be able to buy products once it is famous. We believe and motivated that with this business plan, our business may reaches to a higher levels and become a well known brands in Malaysia and abroad.



★ INTRODUCTION ★

As the usage of condiments in everyone's daily lives has been noticeably rising over the years, many companies have come up with their own brand sauces and condiments to keep up with the market requests. Condiments in the market these days vary from the taste, the ingredients as well as the genre of food they are being paired with. Not to forget, salad dressings and dips are also considered as condiments and have come in various kinds and flavors these days.

As an entrepreneur, we are visioning the rise in the sauces market as an opportunity to come up with our own brand of pickle-based condiment – Dip 'n Drench. Dip 'N Drench is the chosen name for both our company as well as our product. The name idea came from the serving suggestions of our product which is meant to be dipped with or drenched on food of choice. Dip 'n Drench is a pickle-based condiment or in other words, pickle sauce. It is basically a zesty and tangy addition of flavor and is great to be paired with various types of food to name.