



UNIVERSITI TEKNOLOGI MARA (UITM) SABAH

ENT 300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

"CHINGU"

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PREFACE

ASSALAMUALAIKUM WARAHMATULLAHI WABARAKATUH

Alhamdulillah. All praises be upon Allah Azza Wa Jalla. We have finally completed our business plan. Frankly saying we were very terrified of the thoughts of not able to complete our business proposal on time due to the ongoing assignments that had been given to us almost every week from week one (1).

We would like to express our high gratitude to our beloved lecturer Madam Sharifah Nurafizah Binti Syed Annuar for her delicate advices and guidance to us. Without her endless guidance and support, we will not be able to complete our business proposal. Therefore we owe her a big thank you.

Not to forget, we would also like to say a big thank you to our beloved parents for the endless support that they have given us throughout the whole semester. They have also helped us in completing this business proposal in terms of financial. For that, we owe them a diploma certificate for them as this semester is going to be our final semester, In Sha Allah.

Last but not least, we would like to say thank you to our group members for their efforts in completing this business proposal and also to those whom have helped us directly or indirectly. Thank you so much.

EXECUTIVE SUMMARY

CHINGU is a new operating business in Sabah which had run in the market industry for a year now. The name CHINGU was inspired by the word 'friend' which is a Korean word. We came up with the name CHINGU because we are not only business partners, but we are also friends. To us, business can run even smoothly if there is a good relationship built among each business partners. Therefore, we chose CHINGU to be the name of our company.

The product that we are selling is Chili Sauce. We make difference to the taste of our product in terms of the ingredients. The reason why is because 90% of Malaysians enjoy having chili sauce as their side dish or additional flavor. Our chili sauce can be eaten or cooked with Malay Cuisine and also Western Food. Our target market come from all income level as it is affordable and can be eaten by people from all range of ages depending on their interest.

As for today, our profits have helped a lot. Therefore, we now market it to Peninsular Malaysia, Sarawak and also Labuan. For the first one year operating in the market industry, we are only focusing in Sabah area because we were unable to fulfill demand due to lack of raw material.

We started the business with the total capital of RM50,000 from the contributions of each business partners along with land and lorries. We have five workers which are the general manager, financial manager, administration manager, marketing manager, and also operational manager. The general manager contributed land and a total money of RM5000, financial manager with RM10000, administration manager with RM15000 with an additional contribution of land, marketing manager with RM10000 with a lorry whilst for the operational manager its contribution is RM10000 and a lorry.

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1.0 INTRODUCTION

1.1 INTRODUCTION TO THE INDUSTRY

Malaysia agricultural sector has evolved under New Economic Transformation Program and National Agro-Food Policy (DAN). Implementation young entrepreneur in the agricultural sector will attract more young people to the industry. This industry is expected to boost income, especially the young generation. Implementation of this industry will also support the government's efforts to ensure the nation's food supply is sufficient, to meet the market requirements, quality and safe for consumption. The youth are the generation that will be the hope of the future so that the agricultural sector will be the option to generate higher income and contribute to economic growth. Truly, this is a global industry for everyone.