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ENT 300

CRUNCHIES KRUNCHIES HOUSE

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In the name of GOD,

As the representative of Crunchies Krunchies House, I would like to say thank you with all my heart to everybody that involved in preparing this business proposal. For my partners who are struggling together with me in finishing this business proposal, I can only say thank you for all of your corporation and ideas. All of them are Janet Binti Binchos, Nurul Ain Binti Jasni, Siti Nazrinah Binti Aspar, Ervisster Tony and Ishak Abd Arip.

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Last but not least, while completing this business proposal we learned how to be proper entrepreneurs which we guess this is the important thing that we get from this assignment. We learned how to see the opportunities in making a business and the most important thing, we as the young generation cannot be remain as the employees that get a constant salary every month. Instead we has the responsibility to be employers that create job opportunities.

Truly,

(FADLILLAH BINTI OSMAN)

CONTENT

COVER LETTER	
LETTER OF SUBMISSION	i - ii
ACKNOWLEDGEMENT	iii
AGREEMENT OF BUSINESS	iv - vi
CONTENT	1 - 3
1.0 INTRODUCTION	4
1.1 EXECUTIVE SUMMARY	5
1.2 INTRODUCTION	6
1.3 VISION,MISSION AND OBJECTIVES	7 - 8
1.4 PURPOSES OF BUSINESS PLAN	9
1.5 BUSINESS BACKGROUND	10
1.6 BUSINESS LOGO	11
1.7 PARTNERS BACKGROUND	12 - 17
2.0 ADMINISTRATION PLAN	18
2.1 INTRODUCTION	19
2.2 ORGANIZATION CHART	20
2.3 LIST OF ADMINISTRATION PERSONEL	21
2.4 SCHEDULE TASK & RESPONSIBILITIES	22 - 23
2.5 SCHEDULE OF REMUNERATION	24
2.6 LIST OFFICE FURNITURE & EQUIPMENT	25
2.7 ADMINISTRATION BUDGET	26
2.8 PLANNING FOR ADMINISTRATIVE AREA	27
3.0 OPERATION PLAN	28
3.1 INTRODUCTION	29
3.2 OPERATION PLAN OBJECTIVES	30

3.3 OPERATION STRATEGIES	30
3.4 OPERATION LAYOUT	31
3.5 THE OPERATION SCHEDULE	32-33
3.6 OPERATION FLOW CHART	34
3.7 INGREDIENTS	35
3.8 FORECASTING PURCHASE FOR EVERY MONTH	36
3.9 PRODUCTION PLANNING	37
3.10 PURCHASE FORECAST FOR THE FIRST,SECOND AND THIRD YEAR	38
3.11 LIST OF MACHINE AND EQUIPMENT	39
3.12 OPERATION OVERHEAD	40
3.13 OPERATIONAL BUDGET	41
4.0 MARKETING PLAN	42
4.1 INTRODUCTION	43
4.2 OBJECTIVES MARKETING PLAN	44 – 45
4.3 PLANNING FOR MARKETING PERSONNEL	46
4.4 PROFILE OF PRODUCT	47
4.5 TARGET MARKET	48
4.6 MARKET SIZE	49
4.7 LIST OF COMPETITORS	50
4.8 MARKET SHARE	51 – 53
4.9 SALES FORECAST	54 – 55
4.10 MARKET STRATEGY	56 – 59
4.11 MARKETING BUDGET	60
5.0 FINANCIAL PLAN	61
5.1 INTRODUCTION	62
5.2 FINANCIAL OBJECTIVES	62
5.3 PROCESS PREPARING FINANCIAL PLAN	63
5.4 FINANCIAL PLAN STRATEGIES	64

1.1 EXECUTIVE SUMMARY

Crunchies Krunchies House is a company that gives the customers of traditional Sapit with new image where we still preserving the traditional taste of this product and hoping that the consumer will accepted this product as their regular consumption in their life. Our company produce two main product. First, the original traditional sapit. Second, the sapit will be in flavored of chocolate, peanut butter and peanut butter chocolate with varies of colour.

This business is based in partnership where it consist six members. The members consist of General Manager, Administration Manager, Operational Manager, Marketing Manager and Financial Manager. The business capital is amounted to RM 160, 000 where the total contribution of each member is RM 60,000 and the rest is from Bank Islam loan.

Our business will expected to commence on early September 2014 and our vision is to become the main and well-establish company that produced traditional Sapit internationally.

By our marketing strategies which are maintain the good qualities where it can be purchasable and provide delivery services to our customers. It is supported by operation department that always maintain the good quality of our operation system which will increase our production quantities and administration department that keep improving our company facilities. Also financing department that always find ways to minimize the cost of production and manage our account's flow.

By these support and strategies, we are hoping to promote Malaysian Brand and commercialize this traditional Sapit with new image into the world.