



UNIVERSITI TEKNOLOGI MARA

FACULTY OF PLANTATION AND AGROTECHNOLOGY
DIPLOMA IN PLANTING INDUSTRI MANAGEMENT

(ENT 300)
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
SABAHAN SATAY SDN.BHD

PREPARED BY
PG MUHAMMAD ZAYD IDDIN BIN PG ALIMUDDIN
MOND SUHAIDI BIN AKMADIS
JUSAIDAH BINTI SUKARNO
NUR SHUKRIYAH BINTI MONIS
NURUL SHAFIKA BINTI ABDUL MUTALIB



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1.2 EXECUTIVE SUMMARY

The name of our company is SABAHAN SATAY SDN BHD is a business that provides frozen food product to the consumer. For example, frozen chicken satay and frozen beef satay.

Our main office is located at Inanam, 88450, Kota Kinabalu. We expect to start up our business on 1st January 2014. The future aiming for our business is to market the product locally in Sabah. This is because people would look for a frozen satay to be cooked on the beach and their houses for any celebration or event. On the other hand, the domestic people like to eat chicken and beef satay.

We are prospecting to increase 2 % and 4 % sales of our business on second and third year respectively.