UiTM NEGERI SEMBILAN, KUALA PILAH CAMPUS
FACULTY OF APPLIED SCIENCE
DIPLOMA IN FOOD TECHNOLOGY (AS116)

FUNDAMENTALS OF ENTREPRENEURSHIP
BUSINESS PLAN REPORT OF LADLEPRO+

KITCHENOVA
TECH ENTERPRISE

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1.0 Executive Summary

Kitchenova Tech Enterprise is a forward-thinking startup focused on redefining kitchen convenience through smart, multifunctional tools. Kitchenova Tech Enterprise's flagship product is an innovative 3-in-1 ladle that integrates a built-in thermometer, a button-controlled water release function, and a standard soup scoop, offering users a seamless cooking experience while reducing the need for multiple utensils.

Kitchenova Tech Enterprise business targets a growing market segment of modern home cooks and small food business owners aged 24 to 45 years old, who are seeking efficient, space-saving, and practical kitchen solutions. Based on market research, our estimated market size is **RM 5,755,200**, demonstrating strong demand and promising growth potential. Kitchenova Tech Enterprise project an annual growth rate of **40% to 55%** within the first three years of operations, supported by effective marketing, continuous product innovation, and rising consumer interest in smart kitchenware.

Kitchenova Tech Enterprise is committed to delivering quality, functionality, and innovation, aiming to become a leading name in the Malaysian kitchenware market and eventually expand into international markets. With a solid business model, a distinctive product offering, and a well-defined growth strategy, Kitchenova Tech Enterprise is confident in its potential to achieve long-term, sustainable success in the market.