



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

FUNDAMENTALS OF ENTREPRENEURSHIP
BUSINESS PLAN REPORT OF LADLEPRO+



PREPARED BY AS1164A2:

NO	STUDENT NAME	STUDENT ID
1.	NUR ISABELLA BINTI MOHAMAD NOORISHAM	2023605336
2.	NUR ALIAH BINTI MOHD NASIR	2023486258
3.	INTAN BALQIS BINTI AHMAD	2023479936
4.	QISTINA BALQIS BINTI NAZLIE	2023489902
5.	MUHAMMAD HAZIM BIN YATIM BAKHTIAR	2022814782

PREPARED FOR:
MISS NUR JIHAN BINTI MD JOHAN

DATE OF SUBMISSION:
WEEK 13

Table of Contents

Acknowledgement	7
1.0 Executive Summary	11
2.0 Introduction.....	22
2.1 Business Background	26
2.2 Partnership Background	27
3.0 Administration Plan	32
3.1 Mission, Vision, and Objectives	32
3.1.1 Mission.....	32
3.1.2 Vision	32
3.1.3 Objectives	32
3.2 Logo and Description	34
3.3 Organisational Chart.....	36
3.4 Administration Personnel Schedule.....	37
3.4.1 Admin Personnel.....	37
3.4.2 Task and Responsibilities.....	38
3.5 Remuneration Schedule.....	42
3.6 Office Layout.....	44
3.7 List of Office Equipment and Fittings	44
3.7.1 Office Equipment.....	44
3.7.2 Fixture and Fittings.....	45
3.7.3 Office Supplies.....	47
3.7.4 Utilities and Services	49
3.8 Administration Budget	50
4.0 Marketing Plan.....	51
4.1 Marketing Objectives	51
4.2 Product Description	52
4.2.1 Product Concept.....	52
4.2.2 Special Characteristics	53

4.3	Target Market	54
4.4	Market Size and Sales Forecast.....	56
4.4.1	Market Size	56
4.4.2	Sales Forecast	58
4.5	Competitors Analysis.....	60
4.6	Market Share	63
4.7	Marketing Mix.....	64
4.7.1	Product.....	64
4.7.2	Pricing.....	65
4.7.3	Place/Distribution	65
4.7.4	Channels.....	66
4.7.5	Promotion.....	66
4.8	Marketing Personnel Schedule	67
4.8.1	Marketing Personnel	67
4.8.2	Task and Responsibilities.....	68
4.8.3	Remuneration Schedule	71
4.9	Marketing Budget.....	72
5.0	Operational Plan	73
5.1	Process Planning.....	73
5.2	Operation Layout.....	74
5.3	Production/Capacity Planning.....	74
5.3.1	Monthly Production Rate.....	74
5.3.2	Daily Production Rate.....	75
5.3.3	Hourly Production Rate	75
5.4	Material Requirement Planning.....	75
5.5	Machine and Equipment Planning.....	79
5.6	Location.....	82
5.7	Business and Operation Hours	83
5.8	Permits or Licenses Requirement	83

5.9	Operational Personnel Schedule	85
5.9.1	Operating Personnel.....	85
5.9.2	Task and Responsibilities.....	87
5.9.3	Remuneration Schedule	92
5.10	Operational Budget.....	93
6.0	Financial Plan	94
6.1	Financial Assumptions and Projections	94
6.1.1	Projected Administrative, Marketing and Operations Expenditure	94
6.1.2	Projected Sales and Purchases	95
6.1.3	Collection for Sales & Payment for Purchases	96
6.1.4	Economic Life of Fixed Assets & Depreciation Method	96
6.1.5	Increase in Working Capital.....	97
6.1.6	Ending Stock for Raw Materials & Finished Goods.....	97
6.1.7	Business Background.....	98
6.1.8	Source of Finance	98
6.2	Project Implementation Cost & Source of Finance	99
6.3	Operational Budget.....	100
6.3.1	Administrative Budget.....	100
6.3.2	Marketing Budget	101
6.3.3	Operations Budget	102
6.4	Depreciation Schedule.....	102
6.5	Loan & Hire-Purchase Amortisation Schedule.....	104
6.6	Pro-Forma Cash Flow Statement.....	104
6.7	Pro-Forma Income Statement.....	107
6.8	Pro-Forma Balance Sheet	109
6.9	Financial Ratio Analysis.....	110
7.0	Conclusion	116
8.0	Appendices.....	117

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.