



اَوْنَبُوْ سَيِّدِيْ تَيَكُوْ لُوْ كِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

DAP DAP KIMBAP

BUSINESS PLAN

FACULTY OF BUSINESS ADMINISTRATION

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EXECUTIVE SUMMARY

Dap Dap Kimbap offers the taste of Korean food by adding new values to it where it will suit the Malay taste. We are also trying to introduce Korean culture in which they eat Kimbap as one of the fulfilling meal. Our company ensures that this fusion food will fit the taste bud of Malaysians and a healthy food for everyone to eat.

In Malaysia, Korean trend is rapidly evolving in K-pop Music, Korean foods, skincare products. The products are sold in shops such as KIODA, YUBISO and others. Because of this trend, we are taking this opportunity by making Dap Dap Kimbap with its own trademark. People are starting to notice this new fusion food through our social media that is @dapdapkimbap (Instagram and Facebook page).

Based on our market research, it is shown that this food is popular among teenagers and young adults. Adults or older people are also enjoying this kind of food. Thus, we introduce Kimbap in Malaysian version by adding sambal as the fillings of this Kimbap.

There are business outlets that sell Kimbap and other Korean Cuisine in Kota Kinabalu. However, generally there is none business that ever sell this kind of Kimbap. Dap Dap Kimbap headquarters in Kota Kinabalu, Sabah and it is a partnership business, where each person will manage roles in administration, marketing, operational and also financial. Masnita is the General Manager, Dg Ku Nur Liyana is the Financial and Organizational Manager and Nur Farahnisa is the Marketing and Operational Manager.

We are very sure that this business will stay competitive in the future. This is because of the smaller budget we will incur as this is an online business. We are also planning on to further our business in modifying many other famous Korean recipes not only Kimbap. This will keep the customers to be anticipating more of our new recipes.

Since our business is an online business, so the business is handled from our home. Smaller cost incurred is also an advantage for us because it shows how profitable our business is. For the course of four months operating, we have already gained enough sales to cover our costs.

ENVIRONMENTAL INDUSTRY ANALYSIS

Dap Dap Kimbap is a local online business that work from home and owned by three founders. We provide fusion cuisine between Korean and Malaysian where it will suits with Malaysian taste in choosing a healthy and delicious food.

As we know, Korean cuisine in this era is becoming a trend other than their music and styles in Malaysia but their prices is more expensive, so our business is to sell this food for a guaranteed prices that can make people can taste the food.

Moreover, our product is different from other businesses product; it is because we innovated it to suit the Malaysian taste. We add fillings inside the Kimbap such as Prawn Sambal, Anchovies Sambal and more. In the future, we decide to add variations of fillings from time to time to insert more uniqueness to our food.

In addition, our target market is for young adults and teenagers especially students, older people, people who following the trend which is Korean trend and people who like to try more unique foods known as Food hunter. For now, we get our raw materials from the supermarkets but in the future we intend to get raw materials supply from supplier to minimize the cost so that we can produce more output.

Our marketing strategy is through social media such as Facebook, Instagram and Whatsapp. These are the channels where people get in contact with nowadays, so it is easier for us to approach our customers and customers can also contact us through the social media. We also provide 'Cash on Delivery' where we delivery our product to students around UiTM Sabah and nearby customers around Kota Kinabalu.