



UNIVERSITI TEKNOLOGI MARA
SABAH

ENT300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

NYUMBAL ENTERPRISE

PREPARED BY:

GARRY J MINING

2015411372

MOHD IQRAM FIKRI BIN BURHANUDIN

2015228538

MOHD FIKRIE BIN ANJAM

2015257352

PREPARED FOR:

MR MOHD FIRDAUS

CONTENT

NO.	ITEMS	PAGE
1.	1.0 INTRODUCTION	2
	1.1 Executive Summary	3
	1.2 Product Description	4
	1.3 Business Logo	5
	1.4 Logo explanation	5
	1.5 Vision & Mision	6
	1.6 Purpose	7
2.	2.0 COMPANY BACKGROUND	8
	2.1 Background of the company	9
	2.2 Partnership Background	10
3.	3.0 PARTNERSHIP BACKGROUND	10
	3.1 Background of the partnership	11-13
4.	4.0 PARTNERSHIP AGREEMENT	14
	4.1 Partnership Agreement	14-21
5.	5.0 ADMINISTRATION PLAN	22
	5.1 Introduction	23
	5.2 Organizational Chart	24
	5.3 Business Location & Premise	25
	5.4 Schedule of responsibility	26
	5.5 Schedule of remuneration	27
	5.6 List of office equipment	28
	5.7 Administrative Budget	29
6.	6.0 MARKETING PLAN	30
	6.1 Service Description	31
	6.2 Target Market	32-34
	6.3 Marketing Strategies	35-37
7.	7.0 OPERATION PLAN	38
	7.1 Business Hour	39
	7.2 Operation Budget	40
	7.3 Schedule for remuneration	41
8.	8.0 FINANCIAL PLAN	42
	8.1 Objectives of financial plan	43
	8.2 Schedule of task and responsibilities	
	8.3 Financial strategies	44
	8.4 Importance of Financial Plan	
	8.5 Step in Financial Plan	45-54
9.	9.0 CONCLUSION	55-56
10	10.0 APPENDICES	57-58

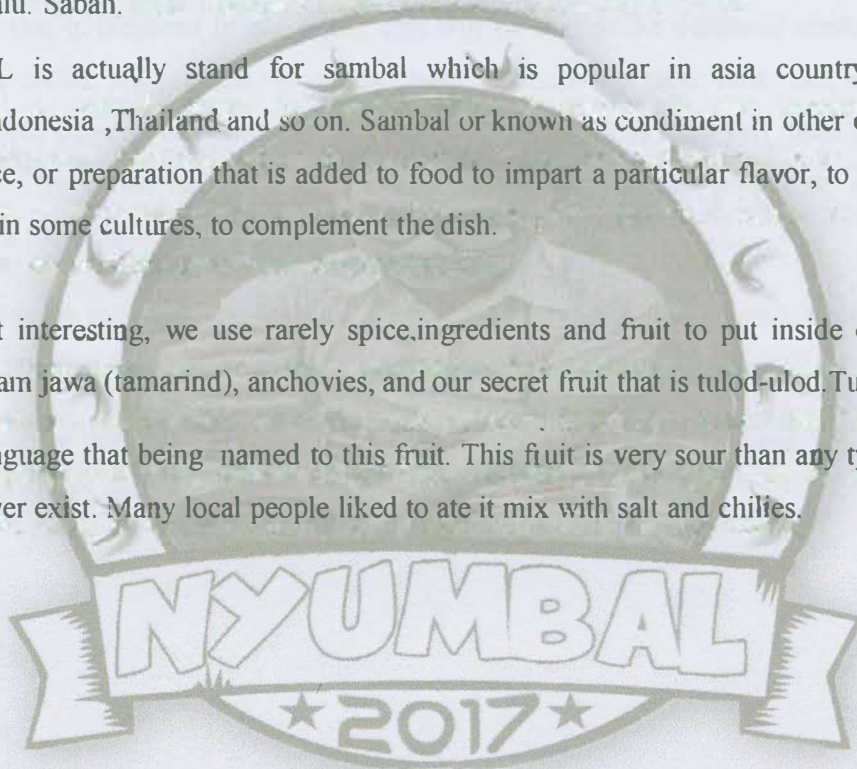
1.1 EXECUTIVE SUMMARY

This business is based on partnership where all the partner hold the important position which is chairman, chief executive, managing director, fashion designer and finance manager. The business capital was amount RM 7 500, where the contribution of each partner is RM 2500.

Our business is focusing on food production. Since we are based on partnership our business food production were conducted just in an apartment which is located at kota kinabalu. Sabah.

NYUMBAL is actually stand for sambal which is popular in asia country, such as Malaysia, indonesia ,Thailand and so on. Sambal or known as condiment in other country is a spice , sauce, or preparation that is added to food to impart a particular flavor, to enhance its flavour, or in some cultures, to complement the dish.

To make it interesting, we use rarely spice.ingredients and fruit to put inside our sambal which is asam jawa (tamarind), anchovies, and our secret fruit that is tulod-ulod. Tulod-ulod is a Dusun language that being named to this fruit. This fruit is very sour than any type of sour fruit that ever exist. Many local people liked to ate it mix with salt and chilies.



1.2 PRODUCT DESCRIPTION

In Nyumbal sambal (condiment) ,we provide our customer based on what they wanted. As we know sour food or fruits such as pickled, mangoes, pineapple and other related food/fruits is very popular among malaysian society. For malay culture sambal is one compulsory dishes that must be serve when to eat, whether lunch or dinner time. Sauce from ketchup mix lemon and salt can become sambal too. The most popular sambal in Malaysia is belacan sambal, that's why our Nyumbal sambal must be known as well with belacan sambal.

With the added of rarely fruits inside our sambal which is tulod-ulo and rarely used ingredients that is tamarind (asam jawa), this will be one of the delicious sambal ever that will be ever tested, not just that our sambal have an anchovies (ikan bilis) that added in our sambal. People can eat our sambal with or without dish such as fried fish, fried chicken and many else. The anchovies inside the sambal already enough to people or a person in budgeting or lowering cost in buying food for daily surviving.

As people tend to know that our sambal can budgeting their income, people will buy our sambal and this simultaenously will enhance our selling production.

So, in a nutshell, our company will ensure that our customer can enjoy the satisfactions of our sambal.



2017 is the year of our
company established

1.6 PURPOSE

1.5 VISION

1. To be the most sambal producer that ever test
2. To achieve the international standard food qualification
3. To maintain the satisfaction food (sambal) ever tested.
4. To become another one *bumiputra* company that produce delicious sambal or condiment that same level as international standard.
5. Set a target to open more branch of this company around the world.

1.5.1 MISSION

1. To produce the best food product, cause unnecessary harm, use business to inspire other people in business and provide solutions for any environmental crisis.
2. To be the world's most respected services and product brand.
3. To offer consumer a satisfaction with affordable price for socially- conscious business.
4. Upgrade the food product and service according to customer feedback.
5. Work according to the plan to achieve the vision.