



**FACULTY OF BUSINESS MANAGEMENT
FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT300)**

**BUSINESS PLAN
SAN 3 LEKOR**

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1.0 INTRODUCTION

SAN3 LEKOR Industry located in Tuaran, Sabah. In this industry, we produce product which is food called 'Lekor'. Besides producer, we are also seller and supplier for this product. Since we found out the problem of customer that Lekor have a high demand and little hard to find it. We are produce the high quality and fresh product.

The good news is this product comes out with several of flavor. What we know Lekor is become from fish. So, we add with other recipes like cheese and many more. This product is very delicious and can be serve anytime like breakfast or watching television with anyone like friends and family. For addition this product also gives much nutrition that what body needs.

With this product, people can easily to find because we will make sure, our product will be known to all market. We can see the opportunity of this business that has a potential of successful in the market. It is because this product is start to famous but, has a little difficult of the demand that became more high time to time.

2.0 PURPOSE

This business plan is prepared because to convince venture capitalists, investors and banker in order to raise capital and obtain support for the venture. We need investors to raise fund for the purpose of company management and up grating. This business plan also being drafted so that SAN³ LEKOR will get the financing it needs in order to start its business. The loan is crucial in order to start the business, so the presentation of this business plan is vital to gain the confident of the bank.

SAN³ LEKOR has asked from My Bank for loan up to RM 50,000 so that it can build itself in this business. The other RM 100,000 will be from the accumulated capital provided by each shareholder in the company. Each shareholder has agreed to contribute RM 20,000 each. The financing will be used to purchase the assets like salon equipment, furniture and fittings, store front and artwork, advertising and many more. We can get all its items from our trusted suppliers and they have agreed to provide products with the best offer ever.

We also use this business plan as guideline to the manager in order to succeed in the business. SAN³ LEKOR has all the ingredients to be one of the best in the business. We have set out entire target in order to be successful. This business plan also includes company background, market strategy, operation plan, sales forecast and also the most important is the financing plan of the business. SAN³ LEKOR will fully utilize all the assets so that it can maximize the profit. The profit that the company gets will be used to pay the loan that is given. SAN³ LEKOR is completely confident that it will be able to pay the loan back including the interest payment in the loan given.