



اَوْنِيُوْرُ سِيْطِيْ تِيْكَنُوْلُوْجِيْ مَارَا
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TEKNOLOGI
MARA

FACULTY OF CIVIL ENGINEERING

DIPLOMA IN CIVIL ENGINEERING

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FUNDAMENTAL OF ENTREPRENEURSHIP

ENT300

BUSINESS NAME: FOODIES MAJU ENTERPRISE

PRODUCT NAME: TUNA-LICIOUS

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LETTER OF SUBMISSION

Diploma in Civil Engineering (EC110)
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Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**TUNA-LICIOUS by Foodies Maju ent**” to fulfil the requirements as needed by university requirements.

Thank you,

Yours sincerely

Muhammad Faiz Bin Jaafar Sidek
General Manager of Foodies Maju enterprise

ACKNOWLEDGEMENT

Alhamdulillah, first and foremost, praises and thanks to Allah S.W.T, for showers of blessings throughout our research work to complete this Business Plan for the Fundamental of Entrepreneurship (ENT300) successfully.

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EXECUTIVE SUMMARY

Tuna-Licious is a canned tuna fish in variety of flavours. Tuna-licious is ready to eat and are delicious to eat with bread, rice or even just eat like that. Tuna-licious offers variety of flavours to give choices for consumer. Our product is very nutritious as its main ingredient is from tuna. Tuna is high in protein and low in fat, it also contains omega-3 fatty acids. We also received halal certification from JAKIM.

Our target buyer is middle class consumer who want to buy the product with affordable price or can be considered cheap food. We also targeting busy people who do not have time to cook or dine in to eat their meal because our product is very easy to eat. We made the lid of the can to be easily open by using hand. Our product can be eaten anywhere and backpackers friendly. We are the convenient outdoor food, and our brand will be known in the food industry.

Across Malaysia, backpacking meal business has growth throughout the year. There are currently few businesses like us in Malaysia, but we are the only business that use tuna as our main ingredient. While others mainly use sardines and mackerel or even chicken in a chunk. I can say our product is tastier than others because of our tuna is freshly canned with only little of preservatives. Our Tuna-licious marketing strategy is to emphasize the quality and price of our product and services. Thus, we develop our marketing strategy that gives high attraction among Adventurous to eat anytime and anywhere.

The management of Foodies Maju Enterprise consists of four lead staff. Our staffs and workers have extensive experience in finance, businesses, operation, sales, and accounting. These four partners will take the same role of responsibilities together instead different duties and portfolio of partners. We already have service and products commitments plan to build our own brand through newspaper, advertisement, and signboard. Tuna-licious is sure to become the number one choice of Malaysian.

As entrepreneurs, we are expecting Foodies Maju Enterprise to grow gradually at its own pace while competing healthily with our competitors. We expect to score a huge profitability by having a lot of buyers and build our own loyal customer base. We want to be a business that successfully satisfy the consumer needs and wants by providing only the best service for them.