

UNIVERSITI TEKNOLOGI MARA  
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP  
(ENT 300)

HATI FOOD INDUSTRIES

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Besides, we also wish to thank everybody who helped us during the whole period of finishing this business plan. Without your support and guidance, it is impossible for us to complete this business plan.



Regards,

HATI FOOD INDUSTRIES

## C. EXECUTIVE SUMMARY

Hati Food Industries is a manufacturer and supplier of seaweed snack and beverages. We decided to venture into food industries because it is a big market and consumed daily. Seaweed can be found easily in the Sabah's seashore especially in the North West Coast area and South East Coast area. Seaweeds are popular in Japan, China, Korea, Taiwan, Thailand, Cambodia, Vietnam, Indonesia, Belize, Peru, Chile, Canada, Scandinavia, Ireland, Wales, Philippines, and Scotland. In Malaysia, seaweed is still not widely consumed but it is our aim to increase the awareness of our society by promoting healthy food like seaweed.

### Customers

Hati Food Industries will focus on supplying seaweed snacks and beverages to retail market around the West Coast of Sabah. Our aim is to work closely with the retail shop to promote seaweed products to end customers. In the future, we are looking for opportunity to market our products in the East Coast of Sabah and the whole Malaysia.

### Management Team

Recognizing the importance of human capital, Hati Food Industries has assembled a strong management team. The team is led by Nazihah Rifhan Abu Talip as the General Manager of this company. Shahlan Lasot will lead the marketing efforts and Zamree Izwan Hasim brings financial skills into Hati Food Industries. Mohamed Iqram Mohamed Murtaza will specialize in administration management and Vyeroon Paulus and Nelson Ali will be on the team as Operational Executive. Hati Food Industries is an exciting set of individual that are hardworking and determined to achieve its mission with their own specialties. Through a combination of a strong management and a solid business model, Hati Food Industries will prosper.

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