



(ENT 300)
FUNDAMENTAL OF ENTREPRENEURSHIP

“Corny Corn”

By:

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Corny Corn Cafe, Lot B 3,
Basement Floor Suria Sabah Mall,
Jalan Jesselton Utara,
88460, Kota Kinabalu, Sabah.

MS Faridah Mohd Shah,
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Sabah.

17 SEPTEMBER 2013

Dear Mdm,

SUBMISSION OF BUSINESS PLAN

The above matter is referred.

I am Herman Bin Amenhadara as the General Manager of Corny Corn Cafe, would like to submit our business plan on the actual date as planned.

2. We would like to send our thankfulness and appreciation to all that helped us in completing this business plan. This task will not complete without their supports.

3. Hopefully this business plan can be the guidance for the next who want to open a business.

Thank You.

Yours sincerely,

HERMAN BIN AMENHADARA
General Manager



1.0 EXECUTIVE SUMMARY

Nowadays, there are several business existed in our country which compete each other. Entrepreneurship acts as the movers of the economy who involved in the business of products or services. However, the entrepreneurship have absolute right to make decision what product to be produce based on relevancy. Business might be given profit or gain losses but it depends on the entrepreneurship manage the business as well. Normally, entrepreneurship opens up business because want to get maximum profit.

After we made some decision, we determined to produce Corny Corn as our product. Before we made this decision, we already did various methods to identify the chance in the business field. Nevertheless, our company name is CORNY CORN CAFE which established as partners' company. We will start our company on 1 January 2013. The strategy of marketing to ensure our product can acceptable by our target market include tourist and based on our strength in service. Our marketing promotions which provide affordable price in order attract people to try our product. Overall, there no deficit in financial management while our sales profit covering the cost of operation, marketing and administration. Our location of the business will be at Suria Sabah Mall, Kota Kinabalu, Sabah. The address is as follow:

Corny Corn Cafe, Lot B-3, Basement Floor Suria Sabah Mall,

Jalan Jesselton Utara, 88460, Kota Kinabalu, Sabah



2.0 BUSINESS PLAN PURPOSE

This business plan is prepared by Corny Corn Cafe for several of reasons.

Firstly, this business plan is to evaluate the project viability and growth potential. It help us that to ensure we can achieved our level of competence in business field because we already calculated the risk such as bad management that normally face that by other organization. Our expectation can avoid the risk that we already calculated. In addition, it also helps our performance done systematically.

On the other hand, this business plan acts as a guideline for the management. It ensures our action done according to the plans we have listed, for example we can prevent over budget in financial statement.

Furthermore, this business plan contributes to identify the opportunity in conducting business. It makes us easy to determine our business objectives and to be more focus in achieving our goals.

Last but not least, we want to ensure all the business resources are fully utilize to avoid surplus and shortage. As a result, we can avoid wastage of resources and help us to manage our resources efficiently and effectively.