



# **BUSINESS PROPOSAL**

**“LEKOR DEN ENTERPRISE”**

## ACKNOWLEDGEMENT

ASSALAMUALAIKUM WARAHMATULLAHI WABARAKATUH.

Alhamdulillah we have finally completed our business plan. To be honest, one of us thought that we can't finish this work on time but apparently we did and thank to Allah S.W.T. for giving us the strength and the will to get it done.

During the whole period of preparing this business plan especially during the final week before our presentation and before submitting this proposal, we went through a lot of tough times. We believe without this person that has been guiding us throughout this journey, we will not going to make it until the finishing line. That person is our lecturer, Tuan Syed Mazlan Bin Syed Mat Dom and Puan Nor Fazlin Bt Uteh. We would like to express our high gratitude for her delicate advices and guidance to us. Thank you very much. Besides, we would like to thanks our families who had gave us their support to make sure we can finish this business plan on time and successfully.

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## BUSINESS PROJECT PROPOSAL

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## EXECUTIVE SUMMARY

**LEKOR DEN ENTERPRISE is a new company that operated in Malaysia.** The name of this company come out from the imagination and brain storming by the partnership members. It means the identity of our *Keropok Lekor* product which the customers will taste until they can remember our company's name which is simple and easily to pronounce.

As for the business, we are providing a special, delicious taste, trusted and *Halal Keropok Lekor* around the Asians and especially for the Malaysians. As we go through with the changes of environment, people nowadays take simple food on their own daily meals. So, by the survey that we have done, we conclude that we are going to provide the Malaysians with the simple *Keropok Lekor*, which is in a high product quality.

We will start our business with the loan that we will obtain from SME Bank for the amount of RM 23,480.00. We already have five main workers that will operate the business which are Manager, Marketing Executive, Administration Executive, Operational Executive and Financial Executive.

Next, our business target market characteristics are come from all income level, and from all of the customers' level of ages. Even children also can afford to buy our products as it is affordable to buy.

Besides that, business plan is necessary to all entrepreneurs. It is prepared to a group of people which are the owners itself, bankers, suppliers, customers and employees. This plan include in Business Plan chapter which consists of marketing, operation, organization, and financial plan.

We believed that we will be able to achieve our business goal with our business financial position statement. We will get our return capital within a short time and our current ratio will cover our liabilities and put our business in comfort stage at the highest.



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