



DIA SEDAP SDN. BHD.

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300): BUSINESS PLAN

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EXECUTIVE SUMMARY

Dia Sedap Sdn. Bhd. offers frozen food products and services for customers, providing the variety of cake such mini pau, pau, doughnut and doughnut goreng sambal that gives high satisfaction of consumer. Our clients is customers identifying as high, middle and low class who want consume product with affordable price of product, simple product and healthy product.

Dia Sedap Sdn. Bhd. is a company which focuses on production of our product in Malaysia. This company provided a unique product which is wanted by the customer nowadays as it is easy to consume and healthy. Our product look more interesting and unique with all a variety filling in our cake especially for those who like to try something new to eat.

We also targeting busiest workers because we have delivery services of our product to customers home. Dia Sedap Sdn. Bhd. offers a variety of cakes that give nutrition of health, low sugar, low calories and receive halal certificates.

Across Selangor, Johor and Perak particularly the Dia Sedap Sdn. Bhd. business has seen an explosion of growth over the year. Selangor is an area that many people get married especially Muslim Malay, it cause demand of cake is rise over the year.

The management of Dia Sedap Sdn. Bhd. consists of 5 lead workers is Nurul Batrisyia Sofia Binti Ahmad Sufi, Mazlinda binti Haron, Zahar Muzakir binti Ramlan, Nurul Nazifa Rafarzely and Hifzul Amin. Our workers has extensive experience in finance, businesses, sales and accounting. Five partners will be take role responsibilities together instead different duties and portfolio of partners. Already we have service and products commitments plan to aggressively build our brand through newspaper, ads and signboard. Last we invited whoever want to try our product to come in our premises or can order in our website. We always want to provide a good taste of food and unique for you.