

**UNIVERSITI TEKNOLOGI MARA
KAMPUS ARAU, PERLIS**

MANUFACTURING OF SAUCES

DELIGHT FOOD CO.

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DIPLOMA IN BUSINESS STUDIES 05 (C)

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EXECUTIVE SUMMARY

The types of business that we are going to plan are manufacturing of sauce. Our company Delight Food Co. was registered on 1st September 2002 and will be started at 1st October 2002. Our manufacture will be situated at Lot 10-B Arked Mara Jejawi, 02600 Jejawi, Perlis. The management is going to take over by our own partner who is suitable to their job and other employees. They are general manager, administration manager, marketing manager, operation manager and financial manager.

Delight Food Co. is company that provides and introduce the new product, which is, fulfill the wants and tastes of the customers. So, we have to compete with the variety range of brands that exist in the market and compete with the other competitors, which is already take place in the market.

The target market of our company is all over Kedah and Perlis. For the beginning we will attend to supply our product to customer and restaurant. Our product is quiet similar to the existence product but the differences our product is added of another ingredients. The main ingredient is mushroom. However we have diversified our product. They are chilly sauces, oyster sauce and tomato sauces. In other hand, according to our purpose in future we also make a new product every three years.

After take a few measurements to the expected business that we are going to make, we stated that capital is amount RM 144241 will be used when started of business. RM 79241 is an equity contributed by the partners and the balance is turn to our bank loan, which is amounted RM65000.

We are confident about our upcoming business that will create high profit and guaranteed quality. Insyaallah.

INTRODUCTION

NAME OF BUSINESS	:	DELIGHT FOOD CO.
TYPE OF BUSINESS	:	PARTNERSHIP
INDUSTRY OVER VIEW	:	-This industry is monopoly by non-bumiputra but few bumiputra get involve in this industry. -This industry has many competitors but it differentiates by the taste of the product. -This industry has potential to success because now people want an easy but delicious product.
LOCATION	:	LOT 10-B, ARKED MARA JEJAWI, 02600, JEJAWI, PERLIS.
DATE OF COMMENCEMENT	:	1st OCTOBER 2002
FACTORS INFLUENCING CHOICE OF BUSINESS	:	1) To accepts the call of our government for more Bumiputra get involves in entrepreneurial sector. 2) To enable Malaysian especially Bumiputra to stay achieve and competitive with other races in this country. 3) To provide employment to the growing number of population in the area and

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