



اَوْبُوْرَسِيْتِي تِيْكُوْلُوْكِى مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

NAME OF COMPANY :

KHEPOK BITES ENTERPRISE

TYPE OF BUSINESS :

PRODUCT

PREPARED BY:

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SEMESTER : 5B1

PROJECT TITLE : BUSINESS PLAN

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EXECUTIVE SUMMARY

The name of our business is Khepok Bites. This business is being run by five members. It is a partnership business. Our plan is to become the leading provider of “keropok lekor” in Malaysia. The product of our business is keropok lekor which is a traditional food of Terengganu, Malaysia. Recently, people love to eat simple food but taste delicious. As the entrepreneurs, we think that keropok lekor is a simple and affordable dishes that can be dignity in this country. We take a step forward in making a business in upgrading and enhancing the way keropok lekor served. Customers can choose their own favourite toppings and serving ways in eating keropok lekor.