

UNIVERSITI TEKNOLOGI MARA

**BUSINESS PLAN FOR
NOODLE MANUFACTURING
BUSINESS**

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Of the Requirements for the Degree of
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FACULTY OF BUSINESS MANAGEMENT

CANDIDATE'S DECLARATION



I declare that the work in this business plan was carried out in accordance with the regulations of Universiti Teknologi MARA (UiTM). It is original and is the result of my own work, unless otherwise indicated or acknowledge as referred work. This topic has not been submitted to any other academic institution or not academic for any degree of qualification. In the event that my business plan is found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my Master's Degree and agree to be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA (UiTM).

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ABSTRACT

Noodles are becoming another sources of stapled food in Asian countries including our country Malaysia even as Continental and Italian delicacy. Noodles are can be made from wheat, rice and other raw material such as starch. Wheat noodles are produced mainly from flour, water and salt, and the process of noodles production include dough mixing, sheeting, combining of sheets, resting, rolling and cutting, followed by different processing treatments. This study was conducted to identify factors that contributed to the successful and sustainability of noodles manufacturing, operation and marketing. Data were obtained from interview process with three noodle producers. The problems in production was identified in this study which are, supply of raw material and equipment, factory area, capital needs and high maintenance cost of machineries while a problem for marketing is inconsistency price issue and high competition. The market potential for this business are consistently high demand for noodles, where is the producers can supply mainly to wholesaler in a bulk purchase and the producers can diversified approach in distribution. In term of financial, it is easy to get an incentives in the form of in-kind contribution, capital needs, and grant from government agencies. Overall, noodle manufacturing business has large market in this industry and there still room for new products line in the future.

TABLE OF CONTENTS

CANDIDATE’S DECLARATION	i
ABSTRACT	ii
ACKNOWLEDGEMENT.....	iii
TABLE OF CONTENTS.....	iv
LIST OF TABLES.....	viii
LIST OF FIGURES.....	viii
LIST OF PICTURES.....	xi
LIST OF CHARTS.....	xi
CHAPTER ONE	1
INTRODUCTION.....	1
1.0 Introduction	1
1.1 Aim of the study	1
1.1.1 Objective of the study	1
1.2 Limitation of study	2
1.3 Methodology	2
1.3.1 Qualitative Research.....	2
1.4 Sampling procedure and data collection	3
1.5 Questionnaire development.....	4
1.6 Data analysis	4
CHAPTER TWO	5
LITERATURE REVIEW	5
2.0 Introduction	5
2.1 Noodles.....	5
2.1.1 Origin and History	5
2.1.2 Classification of noodles.....	5
2.1.3 Major type of noodle in Asian country.....	8

CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter outlines the design and methodology for research that was used to explore noodle production and marketing. Firstly, the researcher identifies the issue by the process design. Second, the study's purpose is proclaimed as addressed in the next section. After that, the researcher thrown the depth interview process and survey questions and gathered the results.

1.1 Aim of the study

The study's fundamental objective is to identify the factors that contributed to the productive and sustainability of the production, service, and marketing of noodles.

1.1.1 Objective of the study

- To understand the scenario of noodle manufacturing in Betong divison.
- To identify the main problem of noodles operations and production.
- To gather information about market segmentation and potential market of noodles.
- To identify a sources of financial support from government agencies.