



ENT300
BUSINESS PLAN
MAZUS ENTERPRISE

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EXECUTIVE SUMMARY

This business is based on partnership where it consists of six (6) members which hold important positions in the company such as General Manager, Human Resource, Marketing Manager, Operation Manager and Financial Manager.

After several research, we have found that making *lemang* is not easy as we thought. It takes really long time to make sure it cook completely. Basically, using traditional method may take 6 to 8 hours with fully monitored. Higher skill is needed in production of *lemang*. The *lemang* need to be rotated manually every 30 minutes. Other than that, using hollow bamboo stick may cause lots of problem. These problems appear to be major problem in production of *lemang*.

Lemang griller is the best solution of these problems. Firstly, we provide a look alike hollow bamboo stick made of aluminum. So, it can be use many times without wasting bamboos. Then, human power can be minimized by using motor to rotates the aluminum stick. Basically, everyone can use this machine without any problem. It is a portable machine and may be use indoor and outdoor.

We are venturing into food industry. *Lemang* production has the potential of being a profitable business if it is done in modern way with large scale and systematically managed.

We will expect that our business will become more developed in the near future because with the new innovation in our machine, the demand will increase not only during any occasion but throughout the years. This will give more advantages for us to make our product more profitable and stable in long term,