



UNIVERSITI TEKNOLOGI MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT 300)**

BERKAT ENTERPRISE

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“BERSATU BERUSAHA BERBAKTI”

Sekian.

Yang benar

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EXECUTIVE SUMMARY

This business is based on partnership where it consists of five members. The members consist of General Manager, Marketing Manager, Operational Manager, Administration Manager and Financial. The business capital is amount to RM 300, 000 where the total contribution for General Manager is RM70140.90 while others RM40915.525.

The BERKAT enterprise is a company that provide HALAL raw noodle. We also provide services such as delivery service for the convenience of our customers. Besides that, we also take order for big occasion too, such as Hari Raya Aidilfitri or any event that require our products. Our commitment to excellence in providing our product and services for our customers is to deliver a good image for our company as it is good for a long term plan.

Our business will be expected to commerce in 1 January 2016 and our vision is to make our company a well-known, established and satisfied by our customers. Besides that our goal are to achieve our mission, to provide the best quality of HALAL raw noodle and to be a successful and competitive.

We are venturing this cow industry due to high demand in raw noodle of quality HALAL in industry of raw noodle supply. Besides that, we choose this business because we want to support governments policy of agricultural expansion, which is ‘ pertanian adalah perniagaan’.

We expect that our business in the future can be expanding by creating more branches in Sarawak. Besides that, we also hope that we can upgrade and improve our standard and quality of HALAL product by using modern technology and facilities.

2.0 MARKETING PLAN

2.1 INTRODUCTION

Marketing is defined as the activities that are involved in making people aware of a company's products, and making sure that the products are available to be bought. In other words, it is the process or techniques of promoting, selling and distributing a product or service. According to the American Marketing Association (2013), marketing is defined as the activity, set of institution, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

2.1.1 Purposes of Marketing Plan

BERKAT ENTRREPRISE is a new operating business under the food industry. In order to be able to market products or services better, marketing plan is essential tools to make sure that marketing is a success a good and well planned marketing plan;

- i. To help us to stay focused in achieving our company goals
- ii. To help us to identify the sources of competitive advantage
- iii. To guide us to overcome circumstances along the way in this business field.

2.1.2 Marketing Objectives

The marketing objectives is important as it provide a way to measure for a progress in new operating business and helps in achieving the company goals. The marketing objectives;

- i. To become the most trusted and recognised brand in food industry.
- ii. To achieve a sales target of RM 300,000 before the end of the financial year.
- iii. To increase the number of targeted customers by 10% within one year.
- iv. To increase the market shares by 5% within a year.
- v. To meet the needs and wants of the targeted customers.