



UNIVERSITI TEKNOLOGI MARA

ENT 300  
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN  
77 PESTO

PREPARE BY

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## Executive summary

The name of our company is 77PESTO, our types of company is partnership and the type of business is serving pasta. Our product started with an idea as a result of immense hours of brainstorming amongst our company's board of directors. Initially, our idea was to serve deliciously yet hearty comfort food for our customers as a reminder that food need not to be high end or expensive to be enjoyed or savour. However, like all growing businesses we are also searching for the kind of food that has commercial value to it. Hence, we came up with our idea to serve spaghetti as our product due to the fact that not only it is loved by all ages it's commercial value is relatively high as it is enjoyed through out the globe. As a minor conclusion, the answer as to how we came up with the idea is basically following our intuition, and stomach. Our business is to be at the One Borneo shopping mall. Shopping mall is distinctly different from downtown and local business strips. The shopping mall building is pre-planned as a merchandising unit for interplay among tenants. Its site is deliberately selected by the developer for easy access to pull customers from a trade area. It has on-site parking as a common feature of the layout. The amount of parking space is directly related to the retail area. Customers like the shopping centre's convenience. They drive in, park and walk to their destination in relative speed and safety. Some shopping mall provide weather protection, and most provide an atmosphere created for shopping comfort. For the customer, the shopping centre has great appeal. We will launch our product when the festival is coming for example like hari raya, this is because at that time many worker will get their holiday for that time. When we start to launch at that time our advertising and marketing will be spread faster to the other customer, this is because when the festival like hari raya getting closer there are many people will go to the shopping mall to buy clothes, pants, and everything to get ready for the hari raya festival. At that time we will take the advantages to promote our product and service to all the customer that come to the shopping mall. This strategy will help us to be known faster and widely with the customer.

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## Purpose

The purpose we are choosing pasta for our business because it is easy to serve to the public. Pasta comes in many different shapes, sizes, texture, and even flavors. Some people love to dig in and try every new kind of pasta they see. Different pastas feel different in both the bite and the tongue. If there are hundred of different flavors of pasta, there are probably thousand of different styles, each with their own unique qualities. Basically our product is friendly type of consumers that supports local product which can attract the netizen to consume and enlarge our market production from a global to international market. With the establishment of our company, we introduce our new and highly invented food to vary the current products to the whole new level. Furthermore, our products combines the traditional recipes and the western recipes to create the satisfy the needs and demands of our customers. We are using the local products to diverse our new recipes and embrace the opportunity to give a hand to the local SMEs and also to balance the productivity. 77Pesto, a commercial name that has been brainstormed and invented from our base members that has been agreed as our company name which is eligible and marketable to the outbound of our country. Our target market is for all types of ages, we have the cup size for the kids, and the cup for the adult and every types of cup have 3 different size that is small, medium, and large.

## Business Address :

77Pesto, 100, Jalan 16, No 11, 43000 Kajang, Selangor, Malaysia

Telephone number : 095-345-211

Product price : Small ( RM 3.90 )  
Medium ( RM 5.00 )  
Large ( RM 6.00 )

