



اَبْنُو سَيِّدِي تَكُونُو لِي مَبَارَا
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BUSINESS PLAN REPORT
ASSIGNMENT 3: BUSINESS PLAN

GROUP:

AS1145B2

BUSINESS NAME:

SNACKSIFY Enterprise



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EXECUTIVE SUMMARY

Eating snacks has been everyone favourite activities in all range of ages. From the toddlers until the elderly. It is such an addiction one they have a bite of it, they cannot stop! Gowing up seeing and eating snacks from big brands such as Mister Potato, Twisties, Crontoz and many more has become an isnpiration for us to start our own business producing snacks. We do not want to produce simply a snack but we wanted it to be something that refer to the identity of being Malaysians. It is so hard to find Malaysians identities at 7-Eleven or Speedmart as they only sell snacks from big and famous companies. Therefore, we have this ambition to ensure that our snacks can grow as big and famous as the brands above.

We have established a partnership type of company named SNACKSIFY which contains of six members in total. Each and everyone of the members plays a very big role for making this business to work successfully. In addition, the members of the company also has its own role in this enterprise which will be explained in the administration plan's section.

According to the statistics, Johor has been the largest producer of banana in Malaysia. Thus, we decided to run the business in Kulai, Johor. This is because, the location is near to the banana supplier. This will result in reducing the delivery cost of the bananas to our factory. Here, we will also have our own shop, office and factory on the same single building. Not just that, we wanted to make it commercialised in online platforms too.

We invent our own receipe that has been passed down through numbers of generations and it has been everyone favourite. Therefore, we wanted to share the happiness eating our *kerepek pisang sira gula* with our customers too. Our product is *kerepek pisang sira gula*.

Generally, the banana will be deeply fried and then it will be coated with sugar syrup when it is cold leaving it to be tasted sweet and irresistible for anyone who sees it.

The main activities of our business are producing, manufacturing and selling the products to all the customers