



FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)
BUSINESS PLAN REPORT



BUSINESS NAME

MOMMA'S RECIPE ENTERPRISE

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EXECUTIVE SUMMARY

MOMMA'S RECIPE ENTERPRISE offers the best meatballs that are produced from high grades of raw material to reach customers' expectations. We also provide various types of meatball with different sauces. This business is based on partnership with 5 leaders holding crucial position in the organization, along with Ms Nur Adilla Afiqah as the General Manager, Ms Nur Syakirah as Marketing Manager, Ms Siti Nursahira as Operational Manager, Ms Hadifah Fauzanah as Administrative Manager and Ms Nurin Nazurah as Financial Manager.

The objective of this company is to make sure of our expanding market by providing high quality taste of meatballs to the customer. Usually, a very typical meatball is sold to the market which the meatballs taste bland. From this, we can see customers do not have any choice to purchase. When our product is introduced to the market, the customer will like to try our product because we provide 4 types of flavorful meatball.

One of our target markets is from high and low-middle income consumers which have their interest in purchasing our food production. We target them because this meatball can be eaten at any occasion or any time as the majority middle income consumer typically does not have enough time to make the meatball at home because of an unstable work time balance. We choose Selayang to begin our journey in food manufacturing because Selayang is located near Kuala Lumpur and Petaling Jaya. This area is also easier to be reached by wholesalers and customers as these company places are near to highway MRR2.