



FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300): CASE STUDY

BUSSINESS PROPOSAL

“CORNDOG POP”

PREPARED BY:

FACULTY & PROGRAMME	:	BUSINESS AND MANAGEMENT
SEMESTER	:	OCTOBER-FEBRUARY
GROUP MEMBERS	:	1. EIFA ZULAIHA BINTI YUZAINI (2018442814) 2. NUR AQILAH BINTI ARIS (2018413674) 3. FATIN SYAIRAH BINTI NORIZAL (2018443144) 4. NUR AMIRAH FARHANAH BINTI ZAHARUDIN (2018639616) 5. NUR FADHILAH BINTI MOHAMMAD (2018252674)
GROUP	:	N5BA1115C

**PREPARED FOR:
SIR MOHD AZLAN BIN MAJID**

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INTRODUCTION

EXECUTIVE SUMMARY

CORNDOG POP company manufactured a corndog product called Corndog Pop because it has many flavoured. These corndog pop available in several different flavours which are original, nasi lemak, our brand name is Corndog Pop and our products is very suitable for people who want to eat some fast food and find something new besides Pizza and also KFC and can be eat during free time. Normally, busy people do not have much time to eat at home. So, with our product, they can reduce their time in cooking as our product already prepared and marinated. We created some innovation and improvement to the flavours by implying modernism and creativity element in this corndog making. Nowadays, most manufacturers produce not so many varieties of flavour and with our new flavours it might become attraction to people around there.

The price for our product is depending on the type of flavours. For Original Corndog the price is RM8 and for the other types of flavour, the price is RM 10.00. The difference of the prices between the flavours is because of the raw material and ingredients used.

These prices are slightly different compared to our competitors' because we used high quality of ingredients and varieties of flavours that suits people taste.

This business venture has been established on 1 JULY 2021 and we already hire people to fill in the positions in our company. The positions that are provided are driver, cashier, technician, fronts workers and operational staff.

Our company is located at 283, Jalan S2 B12, Seremban 2, 70300, Seremban Negeri Sembilan. Our competitors are the popular stall or the café that also sell the corndog. Our competitors have some strengths which are most of them are more experienced in the market place, their product price is affordable and most of their company are certified with ISO and HACCP certificate. However, they also have weaknesses such as less variation of flavour. Our speciality are we have varieties of flavours that can attracts the customers.

Our vision is to have tasty and delicious corndog that will encourage customers come back again and again. In addition, our mission is to serve our customers satisfaction by delicious, quality food and experience in the café while striving for the better livelihood for our workers, society, and also the universe. We want to expand the choice of corndogs by offering a range of attractive food toppings, flavours and also the textures.

We will make sure that our business will become more successful in many years to come because with this type of flavours that we had it differentiate us from other corndogs foods manufacturer who often produce common dull flavours compared to our variety of flavours Therefore, the demand of unique of our corndogs flavours will expand and this will become a good value for us as it can help us grow our profit and make our business stable in the long term.