



UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP  
(ENT300)**

**SAMBAL WARISAN**

LOT 1512, KAMPUNG PADANG LALANG, KAMPUNG JAWA,  
85000 SEGAMAT, JOHOR.

**PREPARED BY**

**FACULTY** : FACULTY OF COMPUTER AND  
MATHEMATICAL SCIENCES  
**PROGRAMME** : DIPLOMA IN MATHEMATICAL SCIENCES  
**SEMESTER** : 5  
**GROUP** : JCS1435A  
**GROUP MEMBERS** :

*Sambal*

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**PREPARED FOR**

**LECTURER'S NAME: SITI NORDIYANA BINTI ISHAK**

**SUBMISSION DATE: 19<sup>TH</sup> DECEMBER 2017**

*Siti Nordiyana*

## COVER LETTER

Diploma in Mathematical Science Studies,  
MARA University of Technology,  
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85009 Segamat,  
Johor Darul Takzim.

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Miss Siti Nordiyana binti Isahak,  
Lecturer of ENT300,  
MARA University of Technology,  
Johor Branch Segamat Campus,  
85009 Segamat,  
Johor Darul Takzim.

19 December 2017

Miss,

### Submission of Business Plan Proposal (ENT300)

Allude to the subject stated above, we would like to submit the proposal of our final project paper for ENT 300 subject.


2. This business plan was completed according to the guidelines and requirements given according to subject related. This business plan is build up to serve as a guide and prototype for a business proposed deal which covers the top management which is started with general manager followed by the administration, marketing, operation, and financial aspects.

3. We are hope that our business plan that we recommended does fulfil your obligations. If there are any error or lack in any are fully depends on us. Plus, we are

appreciating to any comments or remarks on our project in order to help us to improve it and also to ourselves as well.

4. Thank you for your guidance and time to go through our business plan and analysing it. With all our efforts we hope that you will approve the business plan that we produced. Finally, with the cooperation that arises among us can enhance a good collaboration.

Yours sincerely,



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(MOHAMAD KHILMIE BIN KASBOLAH)

General Manager,

Sambal Warisan

## **ACKNOWLEDGEMENT**

### **BISMILLAHIRRAHMANNIRRAHIM**

First of all, Alhamdulillah, praise to Allah SWT for giving us opportunity to finally complete our business proposal for ENT 300.

We, the group partner are accepting this as a challenge to ourselves because it shows our passion and ability in doing so. For the prospect of business, this project plan of business is hopefully can be as one way for us, to practice our ability and interest in other different way, to be a guideline to encourage our effort for becoming an educative and succeed business people.

Secondly, we would like to thank to our beloved lecturers, Miss Siti Nordiyana binti Isahak for giving us moral support and being so helpful in completing this business proposal and being so pleasant towards us.

Thirdly, we would like to thanks to our parents for being very supportive in vary way. We also would like to thank our classmate from JCS 143 5A for being cooperated ad honestly giving and sharing ideas among classmates which lead us to a better friendship and become an excellent class among all. Not to forget, thanks to our roommates for being very helpful, kind and supportive whenever we feel down and blue.

Last but not least, we would like to thank to our group partner which are Mohamad Khilmie bin Kasbolah, Nur Aisyah binti Mohd Nor and Siti Mawaddah binti Ishak for being so tough and tolerant until we could overcome every hurdles that coming towards us in any way. Thank you.

## EXECUTIVE SUMMARY

Sambal Warisan is all about producing *sambal goreng* and bringing satisfaction to all customers that purchase our products. The combination of our new recipe is a new innovation of *sambal goreng* that brings the industry to a new level.

Our business located at Lot. 1512, Kampung Padang Lalang, Kampong Jawa, 85000 Segamat Johor. We have made some research that this location has potential customers to buy our product. This location also has many visitors every single day.

While there are many *sambal goreng* everywhere, Sambal Warisan will excel due to its unique combination of recipe that distinguish us from another company. Furthermore, we are using high quality and fresh raw ingredient in the production of our product.

Moreover, we are believed that we will successfully compete with our competitors in a few years ahead. This is because nowadays people are seeking good food with high quality and affordable price. We are one step ahead of our competitors in the term of price offered.

We, Sambal Warisan, saw the opportunity that this business has the potential of success provided that it is handled efficiently. The people have always needed food and seeking for a new taste.