

2015



BUSINESS PLAN

TUAH FOOD INDUSTRIES

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1st January 2015

Madam,

SUBMISSION OF BUSINESS PLAN PROPOSAL (ENT300)

Referring to the subject stated above, we would like to submit the proposal of our project paper for ENT300 subject.

We had put our best commitment to complete this business plan according to the guidelines and requirements given according to our subject syllabus. This business plan is build up to serve as a guide and prototype for a business proposed deal which covers the top management which started with General Manager, followed by Administration, Marketing, Operation and Financial Manager.

We hope that our business plan that we recommended will success and fulfil your obligations. If there's any error and mistakes or lacking in any area falls fully on us and we do appreciate any comments or remarks on our project in order to help us to improve ourselves as well.

Thank you,

Yours sincerely,



(KHAIRUL NIZAM BIN KHAIRULSALEH)

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EXECUTIVE SUMMARY

Tuah Food Industries is a company which supplies prepared food which is Mango Curry. The Mango Curry which benefits to the customer by preventing human from cancer, lower the cholesterol, clearer skin, eyes health, alkalise the whole body and boost immune system. Tuah Food Industries are located at No 22 Jalan Keluli AK7/AK. Seksyen 7 Shah Alam 40000 Selangor.

The ideas of this product came from the 6 shareholders in the company and are inspired from the Brahim's company which is also became the competitor in our company. Tuah Food Industries has improvised the curry and turn it into something different by innovate and turn into Mango curry. The product is called Mango Curry itself for its own originality.

In the future, we believe that the Mango Curry will be able to compete with others either in local or international product. Besides, this new innovation of the curry will give massive impact to the market in the food industry. This is because the people now days are demand for home cook food in a simplest way to eat and carry along. As a solution, with the existence of Tuah Food Industries we will solve the problem effectively. We believed that Tuah Food Industries will join the international market in the future and have a bright opportunity in a world market. We also believe that this business have a good potential of success in the future and gain as much profit.

INTRODUCTION

The named of this business is Tuah Food Industries. Tuah Food Industries is a type of company that producing and distributing prepared foods which is Mango Curry as our product. Tuah Food Industries will be located at No, 22 Jalan Keluli AK7/AK, Seksyen 7, 40000, Shah Alam, Selangor which is well known as a commercialize centre. While this business initial goal is to open a small business operation, expansion plans include potentially giving licensing to produce our product internationally. In turn, Tuah Food Industries hopes to penetrate a sizable portion of the retail market.

Tuah Food Industries is created for the purpose of selling preparation Mango Curry that can give benefits to people. Tuah Food Industries is partnership businesses which include six partners. Then, the sources that Tuah Food Industries used are more to Islamic raw material product and it is very suitable for all communities of people.

Nowadays, there are so many companies that sell prepared food, instant food and many more that have the same concept and most of it is expensive and some of the portion of the prepared food that they served is not worth the price. Tuah Food Industries shows that this type of business really has high potential and high demand in our community. This type of business also has high potential to grow in future. As a result, we have decided to start a new business which will begin to operate on 3rd January 2015, where this business can venture in this type of business and develop a good competitive environment.