



**ENT 300  
FUNDAMENTAL OF ENTREPRENEURSHIP**

**MANUFACTURED BY:**

**H.M.F.M BOXAFOOD ENTERPRISE**

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.YOUR FOOD BOX SPECIALIST.

## **EXECUTIVE SUMMARY**

We are making recycle food box packaging with printing services as the purpose of satisfying customer demand to start our business. This is due to the production of goods that are difficult to dispose of such as plastic and are sometimes dumped evenly causing environmental pollution that can be avoided at the first place. We are providing food packaging that made of box which has a shorter degradable time range.

The price is different because it is based on the size of the box. For 225\*115\*75 mm the price is only RM 0.34, 162\*127\*38 mm the price is RM 0.30, 166\*138\*50 mm for RM 0.27 and lastly RM 0.44 for 215\*160\*48 mm which is the biggest sizes in production. All of the prices seem affordable and average because we want all people to come from all age could buy our product. Our product is affordable to any company whether it is a small company or a big company. We believe that our product can reach people heart and capture with other our competitor soon and keep improving our product and increase our share quality product.

This business venture will start on 16<sup>th</sup> January 2020. We need four persons which is ourselves to fill the higher positions in our company. All these position are general manager, financial manager, marketing manager and operation manager. In addition we are also hires other 19 staffs to fulfill the other position such operator, cleaner and accountant. We believe we could handle all those things since we know each other ability and known each other very well.

We choose Selangor to open our company which is located at 15, Jalan Perindustrian 5, Kawasan Perindustrian Meru Selatan, 41050 Klang, Selangor, Malaysia. Mega Boxpak Sdn. Bhd, Hiro Food Packages Manufacturing Sdn. Bhd. And Megafoam Container Enterprise Sdn. Bhd were all our competitors which is not far away from our factory. All of them have their own strength. For example, Mega Boxpak Sdn. Bhd they provide the highest quality in packaging design, printing, manufacturing, and on time delivery of corrugated boxes and Hiro Food Packages Manufacturing Sdn. Bhd. provided Japanese Sushi-tray and variety of Food containers to worldwide market. Meanwhile, Megafoam Container Enterprise Sdn. Bhd renowned as manufacturer and supplier of food packaging products made from Expanded Polystyrene [EPS], Polystyrene [PS], Polypropylene [PP] and paper.

To introduce our product to our customer we intend to prepare product strategy which is includes brand names, product quality, product design and easy to use concept. Then by using media social such Instagram, Facebook and Twitter by viral the advertisement about our product. We also advertise our products in newspaper, magazine and banner to attempt and influence the food business organizations for choosing our company of making the food packaging box.

Personal selling and publicity were including our sales promotion. We also use distribution strategy which is word of mouth marketing because its effectiveness and social network to promote our product. We also chose Hubspot marketing software to promote our business to entire Malaysia.

This business seems has the potential to succeed because it has its own special which is disposable product. This product also has the price that is affordable and acceptable that can buy by all generations. Our product has their own specialities and identities to attract customer to buy it. We believe that our product quality could reach target market and can penetrate the sale out there through the market share.

