



ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

MANUFACTURED BY:

HOUSE OF VEGAN

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VEGAN**

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NO KILLING, JUST PLANT

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EXECUTIVE SUMMARY

We are making vegan food products from fresh vegetables that has been inspect thoroughly and process until it become ready-to-eat meals to start our business. We are choosing to produce these products because; people nowadays especially Malaysians tend to eat unhealthy diets that lead to serious health concern. There are no doubts that fresh vegetables can bring lots of benefits to human health as well as improve healthy lifestyle in their diets. We provide and serve ready-to-eat food at our café and also produce our own instant vegan food products.

There are different in terms of price of our products because we have variety of products. For 200g powdered smoothie, the price is RM9.90, for the 300ml tom yum is RM5.00. As for the chickpea burger, the price is RM17.99 and for the vegan salad is RM 5.00. The prices are considered as affordable as we use high grade of materials as well as the fresh vegetables. We are being considered as we decided the price to make sure people can enjoy our products and helps to promote their healthy lifestyle. We believed that our products can grab people's heart and attention as to make sure we can have a healthy competition in this business thus will help to improve our products to be better.

This business venture will start its operation on 1st September 2019. In this company, we just need four people which are ourselves to fill in the roles of the positions. The positions include CEO, administration manager, marketing manager, operation manager, financial manager and staffs. We are confident and believe that we can handle everything in the company with success as we already knew each other for a long time including everyone's strength and potential.

We choose Negeri sembilan to open our cafe which is located at Lot 133, Pusat Dagangan, Jalan S2, B21, Seremban 2, 70300, Seremban, Negeri Sembilan. This location is considered strategic because it is near with housing and has many amenities. We have many competitors around us which are Seremban Vegetarian & Organic Food Supply, Shan Kafe Vegetarian, Veggiebro Cafe, Moy Hua Bakery, and The Muffin House. All of them have their own strength and weakness. For example Seremban Vegetarian and Organic Food Supply, they have a great services to their customer that come to their premises but the food supply from their premises are not ready to eat food variety. Shan Kafe Vegetarian is hygienic cafe but it

not recommended for Muslim, while Veggiebro cafe have excellent taste of their food but the price of their product too expensive. Meanwhile Moy Hua Bakery they have reasonable price but not recommended for Muslim. Lastly, The Muffin House their strength is they have nice surrounding while their weakness is poor customer service to their customer.

We plan to introduce our product to our customers by organize our strategies. First of all, product strategy which are product brand, quality, design, packaging and labelling. Next, price strategies are based on cost and competition. We also arrange strong promotion strategies. One of it are advertising by electronic and digital platform such as Instagram, Twitter and many more, advertise our business through radio ads, printed business card and also advertise at outdoor which is use banner outside our shop. Other than that, sales promotion like free delivery on the special occasion such as World Vegan Day.

Personal sales and advertisement are included in our sales promotion, and we also used the online marketing distribution approach because of its efficiency and as the social network to advertise our product. For customers who keep coming to our restaurant to buy the products while supporting veganism will get discounts at the same time, it will help us to achieve higher sales.

Moreover, we would like to make a loan of RM 40,000 from the bank so we could run our company more confidently and smoothly. This company seems to have the potential to thrive because it has its own uniqueness that could attract more people into veganism and also good for people's health because this kind of products that are being sold at our restaurant are based on plant and does not involving animal products. Even though the products are based on plants but the price is affordable and reasonable and it can be purchase easily. Our products have their own speciality and identity that are able to grab the consumer's attention into purchasing vegan products.

We do believed that our products has the potential and quality to reach the target market and could introduce the veganism to all kind of people that would like to make a stepping stone thus will make our products well-known.