



(ENT 300)  
FUNDAMENTAL OF ENTREPRENEURSHIP

*"D'lazat Seaweed"*

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# INTRODUCTION

Our company name is **D' Lazat Seaweed**. Seaweeds are one of nature's true wonder foods. They are one of the most nutritionally dense plants on the planet and also the most abundant source of minerals in the plant kingdom as they have access to all the nutrients in the ocean. Seaweed is well known as one of the "super foods the east" because of the strong alkaline and also contains high protein content as well as a number of important micronutrients, which features much like spinach. Because of that we **D' Lazat Seaweed** as the cafe want to make are variety of dessert or pudding that produce based on seaweed. Our target customers are people around Kota Kinabalu Sabah. This is because Sabah has a high number of demands of these kinds 'dessert. In addition, we also targeting our product to student and teenager that always like something sweets in their dessert. Our business operating at Suria Sabah, Kota kinabalu as our administration and also for operation management. We choose these places as our location because it was good in every aspect. These businesses have a potential to being expanded. The future prospect of our business is to increase second year sales by 5% and third year sales 8%. In viewing our business potential, we believe that seaweed productions have a high potential in business since the government want to encourage business in industrial sector.

# PURPOSE

## PURPOSE OF BUSINESS PLAN

This business plan is prepared by **D'LAZAT SEAWEED**. For the purpose of:

- a) To fulfill the demand of dessert or pudding in the market.
- b) As a guideline in managing the business or the proposed venture.
- c) To evaluate the ability of this business whether it is able to compete with other competitors.
- d) To add the numbers of the Bumiputera involvement as an entrepreneur for being involve in this business.
- e) To fulfill the requirements of the ENT300 subject.
- f) To make are variety in dessert product

### **VISION**

To be well known producer in terms of innovation of serve a various types of pudding with fruit steamed.

### **MISSION**

- To serve customer with local food with various flavour and at the same time keep the quality and nutritious of our product.
- Open branches especially around Sabah.

### **OBJECTIVES**

- Providing nutritious food and suitable for all ages.
- To enhance the small medium entrepreneur scheme among people in Malaysia, especially in Kota Kinabalu Sabah.
- Increase job opportunities for local people in state of Sabah.

### **ORGANIZATIONAL STRUCTURE**

The organizational structure is very important in organization in order to divide the task among the subordinate. Everybody in organization have their responsibility to carrying their task. This organizational structure will ensure that all the employee do their task with effectively and efficiently. They only focus with their task given by manager. In preparing this administration plan, we choose the function structure based on suitable function for our business organization. Every department has the manager which is their have a good skill, qualification, experience, and good background of education. This type of organizational chart also helps in preventing span of control in the organization, where each manager can supervise and focus to each department efficiently and effectively. So the management of the business will be run smoothly.