

UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT 300)

SABAH FRESH CHILI

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SABAH FRESH CHILI

EXECUTIVE SUMMARY

Sabah Fresh Chili is one of Enterprises in Malaysia that run a business of producing various chilies. It is located in a strategic area which is at Kampung Timbang Dayang in Kota Belud. There are few factors that affect SFC to choose the location and it will be explain later in introduction.

In addition, there are twenty one workers in SFC who will co-operate together to ensure the business run efficiently. SFC administrative part play an important role to lead all workers carries out different task accordingly.

Apart from that. SFC will be the manufacturer, retailer, wholesaler and E-intermediaries for customer in order to ensure the business can serve more customers at the same time to maintain profitability. How SFC attracts more customers instead of being manufacturer and so on will be includes in marketing plan.

Other than that. there are several steps on how to produce chili and what are the steps is mentioned in operation part. Nevertheless, SFC will try to avoid from any wastage depends of the financial statement as the most importance part for profitability of business.

SFC is trying to face with any challenges comprises of different competitors, economy problem and so on in order to be better in the future. Besides that, it can also be the guidelines for SFC to correct any possible mistake as a new business maker may face. Thus, help the business to growth well and achieve the goals to be the BEST CHILIES SUPPLIER through out ASIAN.

SABAH FRESH CHILI

INTRODUCTION

1.1 SFC's BACKGROUND

Sabah Fresh Chili (SFC) is the name of a business that supplying in the production of various chilies. SFC will start in 2013 and will run the business in a strategic location at Kampung Timbang Dayang Kota Belud where it is nearby the river which supports the plantation of chilies.

However, SFC supplies its product only in several places such as Kota Belud, Kota Marudu and Kota Kinabalu as the beginning of the business. This enable the business of chilies run smoothly in term of production, supplying, workers and so forth.

In addition, SFC is will employ twenty one workers to carry out different work comprises of plantation, packaging, sending, management and many more. Moreover, SFC will practice the 5S comprises of sanitize, systemize, structurise, standardize and self-discipline to help the business be more productivity. Thus, it will ensure the business run efficient and effectively as a whole.

Apart from that, SFC will be lead by professional leader who expert in their position includes of General Manager, Executive Administration, Executive Marketing, Executive Operational and Executive Financial. Those are responsible to ensure everything is right in running the business.

Other than that, there are several factors that affect SFC to run this kind of business. One of the factors is demand from the public. In fact, an organization which runs different business will use chili to market their product and also make chili as value-added in their product. For example,