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(ETR300)**

**TASTY DRIED SHRIMP SUPPLIER**

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## **EXECUTIVE SUMMARY**

Shrimps have become a high demand of product in a market nowadays. Usually people love to cook this dried shrimp into shrimp paste or add it into vegetables, fried rice and many more. Besides, it was used in many Asian cuisines, imparting a unique shrimp taste. A handful of shrimp are generally used for dishes. The flavors of this ingredient are released when allowed to simmer.

Our company 'Tasty Dried Shrimps Supplier' specifies in a product of dried shrimps and also services which we supply our product to the market to fulfill the customers' wants. Basically, our product is from fresh shrimps which have been dried under the sun and after that will be brought to a factory for packaging and factorization. Our dried shrimps are rich in calcium for the bones and magnesium, which can help heart function and reduce cholesterol. The heart benefits include helping prevent high blood pressure and hardening the arteries. Eating a lot of shrimps can also help soothe the nerves.

We have a strong belief that our business can compete with other companies that are already long in the market as our product is unique from others. What makes our product is unique from others are because our dried shrimps have three different flavors, namely original, spicy and hot and sour provided with three different colors according to the flavors; yellowish for the original, red for spicy; orange for sweet and sour. The ingredients used to bring the flavors are chili, honey and lime. Our product is also safe to be consumed as it is formulated and factorized using high technology of machineries.

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## 1.0 Introduction

The business of dried shrimp has been known since long time ago in Malaysia, and it has become of one of the famous food in Malaysia especially the Malay people. Dried shrimp are shrimp that are small dried. Usually people love to cook this dried shrimp into shrimp paste or add it into vegetables, fried rice and many more. According to Wikipedia (2011) define dried shrimp as shrimp that have been sun dried and shrunk to a thumbnail size. They are used in many Asian cuisines, imparting a unique shrimp taste. A handful of shrimp are generally used for dishes. The flavours of this ingredient are released when allowed to simmer. The name of our business is Tasty Dried Shrimp Supplier where we produce and supply a various flavours of dried shrimp to our customers. Besides that, the location of our business is at Kota Kinabalu in Jalan Tun Fuad Stephens that is opposite the Filipino Market and we have decided that the date of our business commencement is on 01 January 2013.

In this business, there are several factors of why we chose this business and the first factor is that, the business of dried shrimp are very high in demand because the taste of this dried shrimp are unique and it can be cook in various way such as shrimp paste, or add it into fried rice or vegetables and many more. Besides that, we choose this business because it is still new in the market where we innovates the dried shrimp and produce a various flavour of dried shrimp with affordable and acceptable price to our customers. To be the one of the successful company in Malaysia we have our own future prospect that is our business will be merged, where we choose our target market to supermarket, large restaurants or large hotels and any places that has the high or great opportunity for our business.

After a survey we have decided that our target market is at Kota Kinabalu, Likas, Inanam, Penampang, menggatal and also those who are having internet line whether at home or at workplace. This is because our selling product is through online and also direct sell at this target market. Why we choose online business because nowadays people always get busy in their work and do not have time to go shopping, so we decided to sell it through online to make it easier for our customer to buy our product.



## 1.2 Purpose of the business plan

There are several purposes of preparing this business plan and the first purpose of this business plan is that to convince venture capitalists, investors and bankers in order to raise capital and to obtain support for the venture. This business plan will be used to obtain working capital loan from SME Bank for the amount of RM200, 000. The reason of why we loan from SME Bank is because this bank provide loan especially for entrepreneurs and with this loan will be used for renovation, machineries, rent, company's van and others that are related with our business.

Besides that, the other purpose of the preparation of this business plan is that as a guideline for us for the day-to-day management of our business. This is because a business plan can be an invaluable tool to help keep our business on track and moving in the direction where we want to go. Not only that, we are also can manage to handle of what, when, where, how, how many and how much of our product will be produce. Thus, as the guideline of our business plan, it will help us to stay focus to achieve our goal and to prevent from any losing of sight for the objective and goal of our company.

Future more,, this business plan will help the partners of our business for their contribution in the business. Each partner will either contribute in term of financial or assets in this business. The amount of financial contribution by each partner will be stated in the partner's background in more details. Other than that, the other reason of why we should have this business plan is that to show the strength of our business and how far of this business will be successful in the future.