

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

MISS HOGOs'

KOREAN FOOD TRUCK

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GROUP: JBM1115A

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4th SEPTEMBER 2016

Dear Miss Rosmah Binti Abd Ghani @ Ismail,

Submission of Business Plan Proposal (ENT300)

Based on the topic stated above, we would like to submit the proposal of our project paper for our ENT300 subject.

This business plan was completed according to the guidelines and requirements given according to our subject syllabus. This business plan also set to serve as a blueprint and guidelines for a proposed business venture which covers marketing, operation, administration and financial aspects.

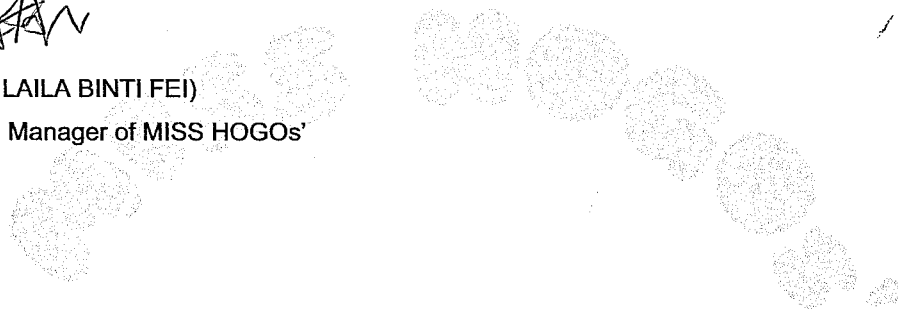
We hope that this business plan that we proposed does satisfy your standards and requirement. Any mistakes or lack in any area that emerge in any way falls completely on us and we will gladly receive any constructive comments or critics that were make on our project in order to help us hone it and ourselves as well. Thank you for your guidance, effort and time to go through our business plan and analyse it with much detail and accuracy.

With all our efforts we hope that you will approve this business plan. Finally, cooperation that emerges among us will of course enhance our good collaboration in upcoming projects.

Yours sincerely,



(ANITH LAILA BINTI FEI)
General Manager of MISS HOGOS'



From Korea with Love

Executive Summary

MISS HOGOs' is an original, local company responsible for introducing Korean street food from Korea to streets of Malaysia. Due to the arising of Korean trend in Malaysia where there are many Korean cuisines based restaurants are open and gaining attention, we decided to venture into the arising Korean food competition.

Other than that, this business plan will also show our participation in food truck industry in Malaysia as this particular industry is also on the rise with many company emerging as food Truck Company that sells wide variety of food.

In this plan we include our detailed project management regarding this business where our product serves to accommodate the demand exist in introducing variety Korean food to the society. Each product offered many nutrients as each product is different to each own.

We expect the market potential is high as this exists in the trends that are overtaking the nation's preferences among the youngsters. Hence it is safe to that our expected returns would be able to cover our expected costs and produce profit.

Finally, we hope to expand our business by adding more Korean street food to the menu and also venture into other types of food industry such as frozen food industry. Lastly, we also hope in the future we will be able to be the leading Korean food company that are owned by locals that will set the example and bar high for food industry.

TABLE OF CONTENTS

ITEM	PAGES
Acknowledgement	4
Executive Summary	5
Table Of Contents	6
1.0 Introduction	9
1.1 Introduction Of Company	10
1.2 Purpose	11
1.3 Objective	13
1.4 Company Background	14
1.5 Vision Mission	15
1.6 Organizational Chart	16
1.7 Logo And Motto	17
1.8 Shareholder's Background	19
1.9 Location Of Business	25
1.10 Partnership Agreement	28
2.0 Marketing Plan	40
2.1 Introduction And Objective Of Marketing Plan	41
2.2 Product Description	42
2.3 Target Market	50
2.4 Market Size	51
2.5 Competitors	52
2.6 Market Share	53
2.7 Sales Forecast	55
2.8 Marketing Strategy	57
2.8.1 Product	57
2.8.2 Price	58
2.8.3 Place	60
2.8.4 Promotion	61
2.9 Organization Chart For Marketing Department	68
2.10 Manpower Planning	68
2.11 Schedule of Task and Responsibilities	69
2.12 Marketing Budget	70