



UNIVERSITI TEKNOLOGI MARA  
ENT300  
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN  
DELICIOUS KELPKOR ENTERPRISE

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SEPTEMBER 2014

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## **INTRODUCTION**

The business of our manufacturing company is producing lekor from catfish. We choose to produce lekor from the catfish because the typically the lekor produce in market now usually made from sea fish. And then, our product is unique to the market because we diversify the taste of lekor by using catfish. Therefore, customer now can try the new taste made of lekor.

Traditionally, Keropok lekor which is very popular and made by sea fish originated from Terengganu. The production of lekor using catfish is originated in Sabah and our opportunity to expand it outside from Sabah as well. Besides that, our customer outside there will try new taste while eating the lekor made by using the catfish as main ingredients to this production.

Therefore, we strongly believe that we can achieve success in terms of making profit because we are only making keropok lekor using type of fish which is catfish in market now.

**DELICIOUS KELI'KOR ... "TEST IT, YOU'LL BE CRAVING FOR THE MORE"**

## EXECUTIVE SUMMARY

The name of our company Delicious Keli'kor Enterprise. Our business is based on partnership which includes 5 persons who have certain qualification in business management and wide knowledge about food production. Our product is not like a commonly product have in market now. The main production in our company is produce cat fish nugget. The selection of "Delicious Keli'kor Enterprise" as our company's name is simply because the main ingredients that making this product is cat fish which we call in Malay "ikan keli" and this name will be easily remember among costumer whereby the know about that fish we use.

The focus of our production is tried to use difference type of fish for produce cat fish nugget. These types of fish usually the others company can't use that fish for their production of nugget (lekor). Therefore, we can attract our customer to try something new that not familiar in market. Besides that, our company provides a strong customer attention along with our trademark "keli'kor keli'kor test it you'll be craving for more".

Our target customers are people around Sabah and the tourist from the other country, this is because in Sabah there no specific place in mall for selling cat fish nugget especially using this main ingredients which is cat fish, so our business will be the first ever company in Borneo that would be use fish cat for production of nugget (lekor) which will be the new market for the entire entrepreneur out there.

Our proposed location for business operation will be placed in Center Point Sabah and be expecting to commence on 4 December 2014. We choose this location because the location is in city and in shopping mall, thus it wills more convenience for the customer to come here and they do not have to worry about where they want to park their car as there are many parking lots provided. Beside that this placed is more safe that other because there are many security guards guarding.

The business has a good potential to expand. The future prospect of our business is to increase second year sales by 2% and third year sales 4%. In viewing our business potential, we believe that delicious keli'kor enterprise have a high potential in business since there a no production of nugget (lekor) using the fish cat in term of production nugget (lekor).

**DELICIOUS KELI'KOR ... "TEST IT, YOU'LL BE CRAVING FOR THE MORE"**

## **BUSINESS PLAN PURPOSE**

There are several business plan purposes:

Firstly, it is a guideline to the new entrepreneur in managing the business, where what that business they want to do and they think has a highly opportunity in market now. And then, to be more understand more about the proposed business in order to determine the potential of business of the business in future prospective.

Secondly, the contents of the Business Plan have covered many aspects so that we can run up our business and business strategies appropriately. On the other hand, we can also always remember strategies and way to achieve our business mission and vision.

Thirdly, Business Plan will help us to analyze and evaluate our business plan in term of performance either advance forward or does not reach the standard of level. Then, we also can look for brilliant ideas that we can evaluate on how to develop and enhancing our business. We also can use this business plan as guideline to predict our sale, cash flows and also our financial statement.

Lastly, we can conclude this Business Plan enables us to be successful entrepreneurs to access our business thoroughly, critically and practically.