



Universiti Teknologi MARA

**ETR 300
FUNDAMENTAL OF ENTREPRENEURSHIP**

PRODUCING AND SELLING MALAY SNACK FOOD

K² ENTERPRISE
G/T 01 Kompleks Pekan Rabu,
05000 Alor Star,
Kedah Darul Aman

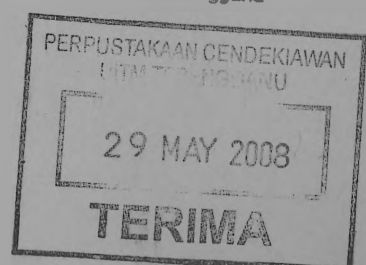
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Thank you.

EXECUTIVE SUMMARY

K² Enterprise is a business that has been discuss seriously between partners. It is one of the company that are fully own by Bumiputra. This company is lead by the General Manager, Mr. Luqman Haqim Bin Azero and follow by the position of manager. Muhamad Fizdaus Bin Zulkifly as an Inventory and Financial Manager, Juliyani Bt Abdul Rani as a Marketing Manager and 'Izzat Bt Yahya as a Operation Manager.

The main activities for this business is producing and selling Malay snack food. We are producing high quality product with reasonable price so that our target market is wider. Besides producing and selling high quality product, we also provide warm service and to concrete the statement, we are Hotel Management student where we have been practice to provide guest with warm service. We provide warm service just for one reason, to make our target market as a loyal customer to our business.

We choose Pekan Rabu Bazaar as a place to selling our product. Pekan Rabu Bazar is very famous place to find traditional food suck as 'dodol' and 'baulu'. Although that are few shops selling Malay snack food but it is not the big deal in viewing this product has a wide target market and the target market is big. We are sure that this business will generate profit as projected. In addition, all partners have knowledge and each partner can produce creative idea to increasing our business profit.

The date of commencement of this business is on 01 January 2009. We have prepared great organizing plan so that we can manage this business smoothly without big problem occur. Besides that, we are also prepared to face any consequences in the future. It means that, with the great organizing plan and with the business thinking staff, it is not possible for us to achieve our vision, mission and objective and most probably we can do better than projected.

ETR 300-32



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Business plan for K2:producing and selling malay snack food /
Luqman Haqim bin Azero...[et.al].

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