

CW 8764

FUNDAMENTAL OF ENTREPRENEURSHIP

ETR 300



MANUFACTURER OF BILIS SAUCE

MANUFACTURER OF BILIS SAUCE (BUDU) (BUDU)

PRETENSES IND. SDN. BHD.
LOT 324, KG GETING,
16200 TUMPAT,
KELANTAN.

P=82

C=88

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Assalamualikum Wbt.

First and foremost, we express our thanks to Allah, our constant help and provider and without whose help we will not be able to accomplish this business plan project paper. Our greatest gratitude goes to Prof. Madya Pn. Norsidah Ahmad who had assisted and guided us to finish our project and to Prof. Madya En. Farouk Zakaria who be there where we need his guidance.

Besides that, we want to take this opportunity to thank to Mrs. Azizah M. Shariff who is the owner of Budu Cap Limau factory and En. Hassan Yusof, the manager of a famous Budu factory at Tumpat. Without their helps, co-operation and support it is quite difficult for us to complete this business plan.

We also not forget to wish acknowledge and extend thanks to each of our group who has contributed their full partipation and acknowledge until we finished our Business Planning Project Paper successfully. We want to extend thanks to all of our friends and seniors due to their co-operation and help in one another to the development of this project paper. We appreciate the kindness of all people who involved directly and indirectly.

For us, it was valuable experience learning and doing this business plan. Lastly, we hope that this project can give us a lot of benefits and acknowledgement that we got which is helping us in the future especially when we want to open a business one day.

InsyaAllah.

EXECUTIVE SUMMARY

The **PRETENSES INDUSTRY SDN. BHD.** Was fully owned by Bumiputera, it is situated in Lot 324, Kg Geting, 16200 Tumpat Kelantan. We run the business that manufactured Bilis sauce (Budu) with a capital RM 27 000.

We choose to name our brand as BUDU CAP BUMI because it is easy to pronounce and remember by local people. It is suitable with our Company's Logo, which- is base on Earth.

We know that this business has very bright future because they are not many manufacturers who are carrying out the product to all over the Malaysia. We have noticed that Tumpat, Kelantan is a strategic place to run the business because it is near the source of our manufacturing materials.

Our product that is Bilis sauce (Budu) is traditionally be used by our people especially Kelantanist as a main appetizer in daily meal. It is known because of its taste and the fact that it is high with calcium.

In running the business, we will have workers consist of General, Administration, Marketing, operational and Financial Manager. Our work schedule is from Saturday to Thursday at 9.00 am until 5.00 pm. On Friday, our factory will fully close. Our project implementation cost is RM 219 015.50.

The net profit for the year is RM 392 054 , the second year is RM 397 043 and the third year is RM 519 731.

ETR 300-507
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TABLE OF CONTENT

ETR 300-507



BIL	CON	PAGE
1.	Permission	3
2.	Letter of S	5
3.	Executive Summary	7
4.	Complementation	8
5.	Company's Logo	9
6.	Logo's Description	10
7.	Introduction	11
8.	Purpose	12
9.	Background of Business	13
10.	Background of Partners	14
11.	Location of Project	20
12.	Location Layout	21
13.	Organization Plan	
	◆ Introduction	22
	◆ Objective	23
	◆ Organization Chart	24
	◆ Remuneration Table	25
	◆ Fringe Benefit	26
	◆ Job Description	27
	◆ List of Office Furniture, Fittings and Fixtures	30
	◆ Office Layout	33
	◆ Administrative Budget	35
14.	Marketing Plan	
	◆ Introduction	36
	◆ List of Product Offered	37
	◆ Target Market	38
	◆ Market Size & Market Share	39
	◆ Competitors	40
	◆ Market Share	42
	◆ Sales Forecast	46
	◆ Marketing Strategies	48
	◆ Marketing Budget	50

15. Operation Plan	
◆ Introduction	51
◆ FlowChart Process	52
◆ Operation Process	54
◆ Work Schedule	56
◆ Output Unit	57
◆ Materials / Stock Requirement	58
◆ Forecasted Acquisition of Materials	61
◆ List of Machine and Equipment	63
◆ Operation Layout	66
◆ Operation Budget	67
16. Financial Plan	
◆ Project Implementation Cost	68
◆ Source of Fund	70
◆ Table of Depreciation	71
◆ Loan Amortization Schedule	74
◆ Hire-Purchase Repayment	75
◆ Cash Flow Pro-forma	
◆ Manufacturing Account	76
◆ Trading Account	79
◆ Profit and Loss	82
◆ Balance Sheet	88
17. Justification	94
18. Appendix	