



## **ENT300 FUNDAMENTALS OF ENTREPRENEURSHIP**

### **BUSINESS PLAN**



### **LAFS ENTERPRISE**

#### **PREPARED BY**

<b>NO.</b>	<b>NAME</b>	<b>UITM ID NO</b>	<b>GROUP CODE</b>
<b>1.</b>	Faara Nuraqila binti Kampuh	2019222906	P2HS1104B
<b>2.</b>	Nurazreen Qistina binti Mohd Sukri	2019297584	P2HS1104B
<b>3.</b>	Nurul Liyana binti Zainal	2019276204	P2HS1104B
<b>4.</b>	Siti Norsyafikah binti Muhadi	2019438282	P2HS1104B

#### **PREPARED FOR**

<b>LECTURER'S NAME</b>	<b>:</b>	<b>INTAN SYAFFINAZZILLA BINTI ZAINE</b>
<b>SEMESTER</b>	<b>:</b>	<b>MARCH – AUGUST 2021</b>
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## EXECUTIVE SUMMARY

Our company is known as LAFS Enterprise and our main product is Thai sauce that is based in Sungai Buloh, Selangor. Our company capital contribution is RM 9,974.25 per partner and our sauce cost RM 21.93 per bottle. Our company's target market is mostly Malays, followed by other races such as Indians and Chinese. Total population of our target market is 41,594, the total of the market share is RM 3,570,000.70. The grand total for the marketing budget is RM 2,231.26. Furthermore, the cost production of a bottle Thai sauce is RM12.8981 and total purchase of materials is RM 32,420.72 in year 1, RM 356,862.79 in year 2 and RM392,549.06 in year 3. Meanwhile the total cost for machine and equipment is RM 12,099.07 and the overheads requirement cost is RM1370.11. The grand total of the operation budget is RM 40,504.24. Other than that, the budget for office equipment is RM447.90, the total cost for remuneration is RM11,907.65 and the cost for office furniture is RM1426. The total of the administrative budget is RM23,321.55 including the numbers of the worker as well as the job descriptions and description of the business logo. Lastly, our company's gross profit for year 1 is RM253,622, in year 2 is RM218,911 and year 3 is RM240,923 and our company's accumulated profit in year 1 is RM62,475 year 2 is RM71,569 and year 3 is RM82,026. There is some declining in return of sales and ratio as well as return in investment. Increasing amounts of debt are shown in debt-to-equity ratio.

# CHAPTER 1: AN INTRODUCTION OF THE BUSINESS VENTURE

## 1.0 BUSINESS PROFILE

Business name	:	LAFS Enterprise
Business nature	:	Manufacturer
Business main activity	:	Thai Sauce Maker and Seller
Business entity	:	Partnership
Business opportunity	:	This sauce suits the Asian's taste preferences. This sauce can also be eaten for various types of dishes, for example with beef, seafood, 'keropok lekor' and many more.
Business prospects	:	Introducing Thai Sauce with various levels of spicy which is mild, moderate spicy and super spicy.
Location	:	Sungai Buloh, Selangor
Business address	:	Jalan Bidara 9/3, Bandar Saujana Utama, 47000 Sungai Buloh, Selangor.
Business registration date	:	April 2021
Business operation date	:	January 2022
Business email	:	Lafs2021@gmail.com
Business contact number	:	03-76534077
Website/social media	:	Instagram: lafshq Facebook page: Homemade Aroy Thai Sauce