

## ENT300

### FUNDAMENTALS OF ENTREPRENEURSHIP

### BUSINESS PLAN REPORT

### TEAM DUNIA



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## **1.0 BUSINESS DESCRIPTION**



Team Dunia is a business selling high-product tortilla chips that will be sold to the public through online services. We sell our products by selling them through our online pages on social media. By doing our business online, can sell our product to more than one state. For example, we sell our product in Selangor, Kedah, and Kelantan.

Team Dunia is officially open this year. We get our product from buying it from a business that is named Kudapan HQ. We choose this company because we saw a good opportunity to work together to sell this product because of its uniqueness and quality of their product. We became an agent for their company to sell their product using social media. We sold our product online by sharing it's through social media and take orders online. We sold it by delivering it through posting or cash on delivery if the location of the customer is near our HQ. The specialty of our product is that we include a high-quality cheese that will be included with the tortilla chips.

The structure of our business can be divided into four, which are Administration, Production, Marketing, and Financial. These four aspects are conducted by different people. For our business to survive, or even to grow, each one of them needs to be active as they play a huge role.

## Chapter 2.0: Administration Plan

### **2.1 Business Vision, Mission, and Objectives**

#### **Vision and Mission**

We established our objective and vision before embarking on our company enterprise. A vision will have an immense influence on our productivity improvement. It gives us hope of how we want to expand the firm, and we are more motivated to make full use of our ability to bring our business into the desired future. It works as a step for our vision as a mission. for us. It demonstrates how our work ethic should be.

#### **Vision**

**“To create the most addictive tortilla chips preferable to all foodies that would last in their mind forever “**

To sell the most scrumptious chips on the markets, that is different from any other chips out there.

To be the most successful and popular chips on the market, beating all foreign companies.

#### **Mission**

**"Create affordable tortilla chip that is available everywhere and anywhere "**

To sell tasty and crunchy tortilla chips at a reasonable and affordable price that will not break the bank.

To deliver tortilla chips anywhere, anytime, and anyplace.

## Objectives

- To create a loyal customer base.
- To improve the product position in the local market and strong product brand. (time-specific and percentage)
- To provide a maximum satisfying customer experience that includes enjoyable food.
- To use the most healthy and nutritious ingredients for consumption.
- To avoid any uses of preservatives in our product