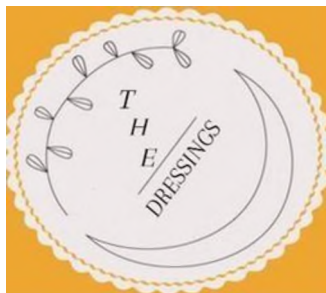


**ENT300**  
**FUNDAMENTALS OF ENTREPRENEURSHIP**

**BUSINESS PLAN**



**THE DRESSINGS**

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## EXECUTIVE SUMMARY

The Dressings is a local brand business that produces mayonnaise by using manufacturing in Malaysia. Emphasis is placed on high-growth products driven by the current situation in which every house has mayonnaise as their basic needs. Based on The Dressings financial report, it shows that The Dressings has increased in total of equity since our business has deducted the liabilities. While, higher liabilities are not good for a business because it will affect the company financially. The Dressings financial performance shows that the current ratio graph for the first year is 8.5 while for the second year has a decrease in graph which is 7.6. In the third year of The Dressings decreased to 6.8, it shows that our company is unable to use our capital to make it as profit for the three years of business has been in operation. Next, the return on sales graph shows in the first year we had made 0.5 and for the second year it dropped to 0.2 while for the third year 0.3. This result shows that our business is not that good about return on sales. However, The Dressings return on investment shows that in the first year we had made a profit which is 0.7 but for the second year it fell to 0.3. Finally, the third year of return on investment for our business is 0.2. The return on investment shows that The Dressings is not good in return on investment for our business. The conclusion is that The Dressings will ensure that our company will be able to achieve our visions and missions in the first place while for financial analysis we will make sure that The Dressings will gain more profit year by year. Besides, The Dressings also has the potential to expand our businesses in the food and beverages (F&B) industry in the future.

## 1.1 PURPOSE OF BUSINESS PLAN

1. To be used as a guideline in managing a business

- With a business plan, business managers can identify weaknesses and strengths of the business and can repair the losses suffered by the business

### 1.3 VISION AND MISSION

**a) *Company Vision:***

To become the first local brand and manufacturer in Malaysia.

**b) *Company Mission:***

We want to produce halal food that can be enjoyed by every human being.

### 1.4 OBJECTIVES

1. To increase sales by 10% in the second year and 15% for the third year.
2. To make sure we manage to sell 30% of mayonnaise every 6 months.
3. To reduce the operational cost of the product at least 5%.
4. To produce an output that can increase 2% of profit by the end of the year.
5. To open our own factory in the next 5 years.
6. To increase 6% of market share from our business by opening a new factory.
7. To increase cash inflow by 43% by end of the year
8. To exceed RM600,000 in annual sales by the third year