



FUNDAMENTALS OF ENTREPRENEURSHIP

(ENT300)

GOLDEN DREAM ENTERPRISE

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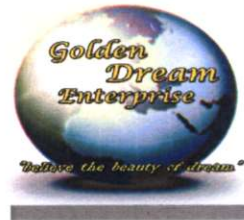
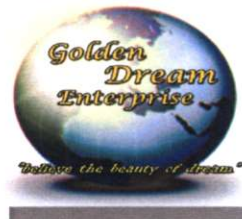


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1.0 INTRODUCTION OF THE BUSSINESS

After discuss among our group, we decided to take the name of our company "Golden Dream Enterprise". We choose the word 'golden' because of the colour that look like yellow colour or gold. Gold basically refer as the symbol of victory or glory. The word 'dream' means what we wish to achieve now or in future. Thus, it is significantly reflect for us who become the producer for the hash brown especially in Sabah and Malaysia generally. By having Golden Dream Enterprise, it reflects our desires that want our business run well as well as achieve our mission and vision as we believe the future of our company belongs to us who believe in the beauty of our dream. Besides, we also believe that our customer who buys our product will not suffer any loss because of that phrase 'believe the beauty of dream'. They will definitely always remember about the delicious of our product and will dreaming to have it one more time.

We are the producer of the frozen food. The product that we produce is hash brown. We process hash brown from the fresh potato. Hash brown is the simple potato preparation in which potato pieces are pan-fried after being shredded, diced, or rice. It is delicious and suitable when eat during breakfast, lunch, dinner or even supper. Our product is home made. We produce it by using the suitable machine and it is supply to supermarket and also the retail shop around Kota Kinabalu. Besides, we also get the halal certification which shows that our product actually can be buying without doubtful whether it can be eaten or not.

The business is located at No. 29, Jln Kilang, Sedco Industrial Estate, 88450 Inanam, Sabah. Basically, the location of the business is located at Kolombong area which is about 8.8 kilometres from city centre of Kota Kinabalu. This distance is approximately 17 minutes from the centre city of Kota Kinabalu during the usual time.

The first factors why we choose to produce hash brown are because of the latent demand for the frozen food/ ready meal. These latent demands actually give the potential industry earnings for the country. M. Parker, P. (2005) stated that for each year reported, estimates are given for the *latent demand* or *potential industry earnings* (P.I.E.), for the country in question (in millions of U.S. dollars), the percent share the country is of the region and of the globe. The latent demand for frozen ready meals is not actual or historic



2.0 PURPOSE OF PREPARING BUSINESS PLAN

This business plan is prepared by Golden Dream Enterprise for several reasons:

- i) To explore the project viability, market sales, demand and potential of our business to open new branch.
- ii) To convince supplier and customer for the capability of services and products provided.
- iii) To plan, distribute and monitor business resources which included money, men and machine effectively.

