



اَوْنِيُوْسُتِيْكَوْلُوْجِيْ مَارَا
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ASSIGNMENT 3

BUSINESS PLAN

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1.0 EXECUTIVE SUMMARY

In this report, the name of the business for this project is Kepoque Leko's, which sells keropok lekor, a food-based product. The one who owns and run the business was Miss Afiqah Hisham where she is also the one who manage to get the best keropok lekor supply from Terengganu.

The keropok lekor are being sold with 500 grams each pack for only at RM 10.00. The price is really affordable as it is quite cheaper than the standard price. Since it is an online business, the people would browse around social medias to buy the product. Therefore, Kepoque Leko's had created an Instagram business account as a platform used for people to perceive information about the products. Hence, the delivery services are also provided using courier services and runner services.

The report contains more information in detail about Kepoque Leko's including the business and product descriptions, the organizational, marketing plan, operation plan and financial plan. Despite all the information that had been collected, we are able to complete the whole report for the Business Plan perfectly.

2.0 BUSINESS DESCRIPTION

Kepoque Leko's or fish sausage is a traditional Malay fish cracker snack originating from the state of Terengganu, Malaysia. It is made from fish and sago flour and seasoned with salt and sugar. It is slightly greyish in colour and gives off a fishy taste and smell which becomes more prominent as it cools down after frying. The word lekor is said to be derived from a Terengganu Malay word meaning "to roll".

It is usually made by grinding fish or vegetables into a paste, mixing it with sago and then deep-frying it. There are two types of Keropok Lekor which are the Keropok Lekor goreng and Keropok Lekor keping. The former is shaped like sausages with a chewy texture whereas the latter is cut into slices prior to frying, giving its crispier texture. The snack is eaten with special homemade chili blends that are particular to Terengganu and sold there though modern innovations like adding mayonnaise and cheese sauce may also be available.

The reason that we choose to sell this product menu is because most of the people and community surrounding at Malaysia likes to eat Keropok Lekor. But in our survey, they suggest having Keropok Lekor in difference flavors. In the first place, we decided to sell the Keropok Lekor in two difference flavors like cheese and cream. After sell is get good response from buyers, we plan to add any flavors that to meet the customer's taste. We make sure that our product is mix with vitamins and nutrition to customers how eat our Keropok Lekor and at the same time we are giving benefit to customers in healthy.