



**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**GROUP ASSIGNMENT: BUSINESS PLAN**

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## **1.0 EXECUTIVE SUMMARY**

This business is based on partnership where it consists of six members, which hold important position in the company such as General Manager, Admin Manager, Finance Manager, Marketing Manager, Operation Manager and Sales Manager. The amount of this business capital is RM26 621, where the total contribution of each member is RM5 325 and the rest is RM74 928 from Bank Islam's loan.

Our company registered as Keluarga Jaya Resources. This company are better known as "Kerepek KunyaKunya" in Kuala Selangor. It operates at Lot 207 Bt 7, Jalan Besar Tanjung Karang. Keluarga Jaya Resources is a company that manufacturing dan distributors of food product that known as "Kerepek". We are producing variety types of "Kerepek" such as Baulu Kampung, Kerepek Bawang Ayam Hijau, Maruku and many more. 'Kerepek' is one of a traditional food that is very popular among the community. It is not only famous during the festive season but also during the normal season. This is because 'Kerepek' are suitable to be eaten anywhere. Generally, various ages can eat 'Chips' except babies.

For many consumers, snacks are for moments of indulgence. The traditional way to boost the experience of indulgence is using innovative flavors. With consumer preferences shifting toward cleaner living lifestyles, artificial flavors are often criticized. So our company decides make sure artificial flavors are being substituted with natural flavors in our ingredient of our snacks, which has resulted in a large variety of natural flavors among the latest product launches. So, with loan given as support from Bank we are sure that our "Kerepek KunyaKunya" able to make our innovation in our snacks becomes real and achieve outstanding demand from customers. Our business is expected commence in march 2021 and our vision is to be the best snack stores that will supplies various of snacks in Malaysia and soon into the global market with a good quality and have our own taste that will satisfies the customers' satisfaction. We expect that our business will become more developed in the future because with our own recipe that will make sure our customers satisfied with the taste we use in making the snacks, the demand will increase not only festive season only but also during normal season. This will give more advantages for us to make our company get higher profit day by day and will stable in a long run production.

## **2.0 INTRODUCTION**

### **2.1 BUSINESS DESCRIPTION**

- **Name of Business**

The business we have agreed to choose is a business registered under Keluarga Jaya Resources. Our business is more known as 'Kerepek KunyaKunya' because it generally produces food products called 'kerepek'. 'Kerepek' is a well-known traditional food product among Malaysian, especially the Malays people.

- **Nature of Business**

The business we produce is under the category of food manufacturer and distributor. We choose food sector because we believe everyone has their own taste and our products must have a place among consumers and 'kerepek' itself is popular among the community and has its own fans.

- **Industry Profile**

Basically, food manufacturing and distributor in Malaysia is fast-growing industry by prove there are so many factories that producing food out there. Malaysian food industry can be known as diverse of cultures in Malaysia because the wide range of processed food by the element of Asian taste. The majority industry food in Malaysia is by small and medium scale companies (SMEs). As we can see in 2020, SMEs in Malaysia by sector manufacturing is recorded 5.3% parallel with 47,698 SMEs.

Food sector is given full focus as a generator of the country's economy. Traditional industries, especially the food industry is also able to improve the country's economy. This industry has high potential for development and is expected to contribute a lot in the national economy. By traditional industry developed, the employment opportunities will also be more open and in turn the standard of living of the population can be improved.

- **Date of Business Commencement**

We have agreed to launch our business on January 20, 2021. This date is agreed after evaluation of few matters such as company financial, and management are in good condition to start run our business.

- **Factor In Selecting the Proposed Business**

We choose to run this business based on several factors because we wanted to connect and preserve the traditional food of Malaysian. Firstly, we want to be a youth Bumiputera entrepreneur in producing traditional food, from that we hope the community will not forget 'kerepek' especially new generation. Next, we want to make it easier for people buying 'kerepek' by make it available in few online platforms such website.

At the same time, we want to help the youth or unemployed by offering job opportunities. Other than that, we also want to help people generate their income by reselling our 'kerepek'. It was the reason why our business chose to being distributors. Basically, 'kerepek' itself has high demand in market especially in Hari Raya. From that we assumed this business can give us earn profit well.

- **Future Prospect of The Business**

We expect our business to thrive in the next 5 to 10 years by making plans in short term and long term for our business. In a short-term, we will improve the quality of existing 'kerepek' and the current packaging by further diversifying. There will be more types of 'kerepek' will be produce for customer convenience.

In long-term, we will open new branch in other state such Pahang and Kedah. We also will try enter market in Singapore, Brunei and Indonesia. Before that, our business will join events that held in that country such as Food Festival to introducing our 'kerepek' product towards community there.

- **Purpose of Preparing Business Plan**

Business plan can be understood as a document which contains business opportunity. Normally, a business plan document already identified, described, analyze, examining any technical, economic and financial feasibility for the business. The reason to create business plan is such opportunity for entrepreneur to assess the business venture objectively, critically and practically, to study and evaluate the feasibility of the business and as a guideline for day-to-day management of the business.