



UNIVERSITI TEKNOLOGI MARA

ENT300
FUNDAMENTALS OF ENTREPRENUERSHIP

BUSINESS PLAN
LEKOR SNACK BORNEO

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MARCH 2014

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1.0 INTRODUCTION

The name of our company is Lekor Snack Borneo Sdn Bhd. This business provides lekor snack product to the customer. Lekor Snack Borneo Sdn Bhd is producing delicious, nutritious and variety taste of lekor. The product that we sale such as beef lekor, chicken lekor, fish lekor and so forth. We are taking this opportunity to start a business related to snack product that easy the consumer get. Therefore, this situation gives opportunity for us to become the first and the highest demand for lekor.

Lekor Snack Borneo Sdn Bhd is located at Complex Cahaya Baru, Jalan Bunga, Tawau. Complex Cahaya Baru is a strategic location for Lekor Snack Borneo Sdn Bhd because of its environment whereby to people around the city. Besides that, the transportation is easily to get at the area because there is always public transport available. In addition, Lekor Snack Borneo Sdn Bhd location is near to the raw materials and suppliers. Lekor Snack Borneo Sdn Bhd is a new business in Sabah; therefore we have to find the affordable price of rental that is located at strategic place.

Our target customers are people around Sabah and at the same time aiming the Sarawak and Peninsular Malaysia people. This is because, the population in Sabah especially Kota Kinabalu city, Sandakan and Tawau are high; this is will increase the business opportunity to enter the market. Hopefully, with the success that we trying to achieve, Lekor Snack Borneo will be introduce and expand in the international business arena.

Lekor Snack Borneo Sdn Bhd will be expected to operate on 03th of January 2014. We want to discover more type of business industry, identify suitable target market and the supplier is the causes we choose this specific date. This business has a high potential to expand. We are expecting to increase 1% and 4% sales of our business on second and third year respectively.