



UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

ENT 300
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
B' WESLLY ENTERPRISE

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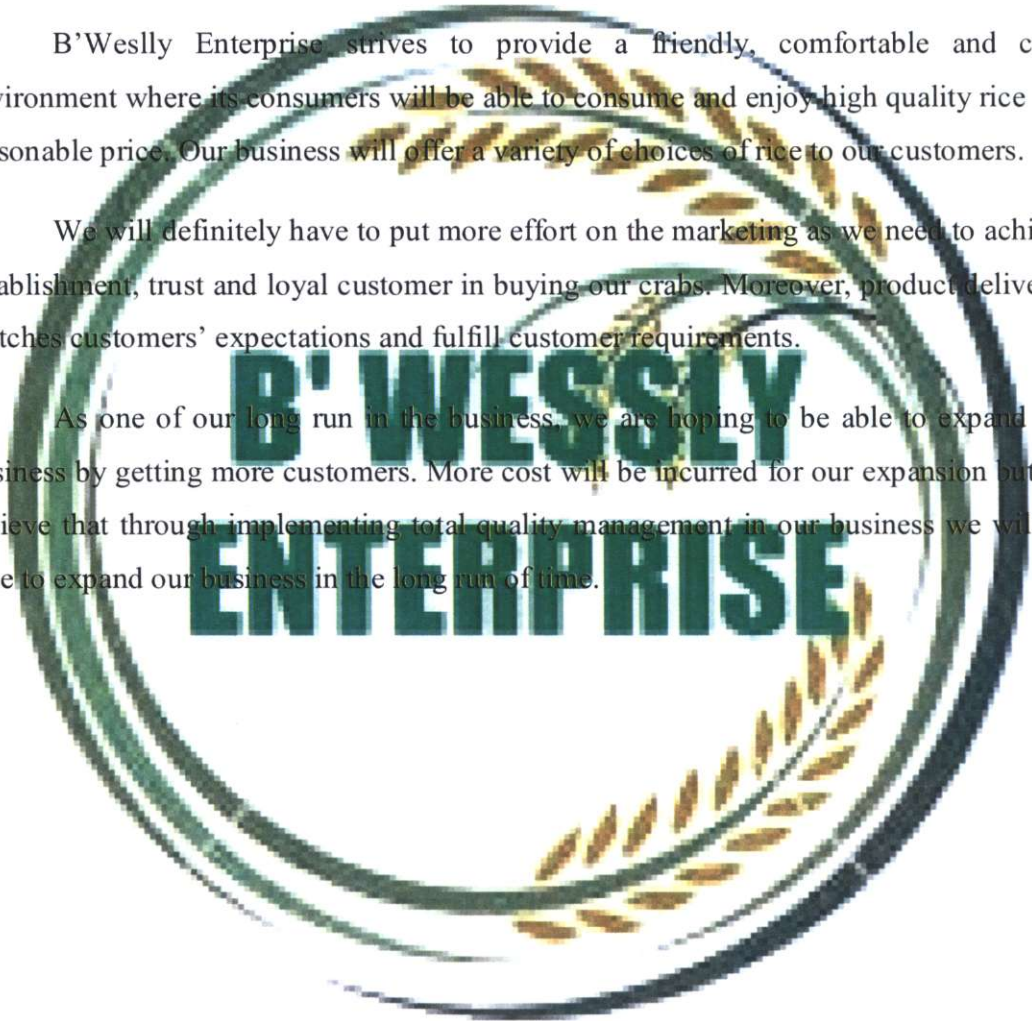
EXECUTIVE SUMMARY

The growing demand of rice nowadays is seen not only amongst the household but also the restaurant. Therefore, our company; B'Weslly Enterprise want to fulfill the demand by selling 'Beras Merah' and other types of rice to the customer.

B'Weslly Enterprise strives to provide a friendly, comfortable and cozy environment where its consumers will be able to consume and enjoy high quality rice at a reasonable price. Our business will offer a variety of choices of rice to our customers.

We will definitely have to put more effort on the marketing as we need to achieve establishment, trust and loyal customer in buying our crabs. Moreover, product delivered matches customers' expectations and fulfill customer requirements.

As one of our long run in the business, we are hoping to be able to expand our business by getting more customers. More cost will be incurred for our expansion but we believe that through implementing total quality management in our business we will be able to expand our business in the long run of time.



1.0 INTRODUCTION

Our team decided to choose B' WESSLY ENTERPRISE as our company's name. The reason why we named our company that way is because 'B' refers to the BERAS in Malay and 'WESSLY' is the name of our partner that gives the idea to start this business. We are the main supplier of the rice from the hinterland and at the same time; we want to make this type of rice well-known in Malaysia. Hence, the way that we got the idea of starting up this business is that we are aware only in Borneo have this special rice. In addition, this type of paddy is only available in the hinterland. This rice is only spread through Sabah and Sarawak only in specific areas but not all people manage to get this rice in general. Thus, building our company will surely help these people to gain it easily.

Our main product is 'BerasMerah' but we also sell few types of rice from the hinterland area to increase our income. It is also can ensure the customer has another choice when buying our products.

Our team agreed to choose Harbour City @ Jalan Coastal, Sembulan 88100, Kota Kinabalu, Sabah, as our location of business, because it is a strategic place to introduce and sell our products. We believe that our product will be known and get high demand in the future. The market target for our business will be the restaurant, hotel and the household living there. Though our target customers are people around Sabah but we will be looking for opportunities to open up branches in Sarawak and Peninsular Malaysia when our business thrives in the future.