

HAKMILIK
Perpustakaan
Universiti Teknologi MARA (UiTM) Caw. Sabah
Beg Berkunci 71,
88997 Kota Kinabalu, Sabah



UNIVERSITI TEKNOLOGI MARA

ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

MAJU BERSAMA SDN BHD

PREPARED BY

SHHRIM BIN HAJIS	2012902263
SYAZMIE BIN LAHAT	2012574003
MARZUKI BIN HAKIM	2012718289
MOHD AZIMIN BIN JUMADI	2012532557
MOHD FAIEZAL BIN JAMALUDDIN	2012358459
MUHAMAD KHAIRUL IZWAN BIN NASIR	2012555999

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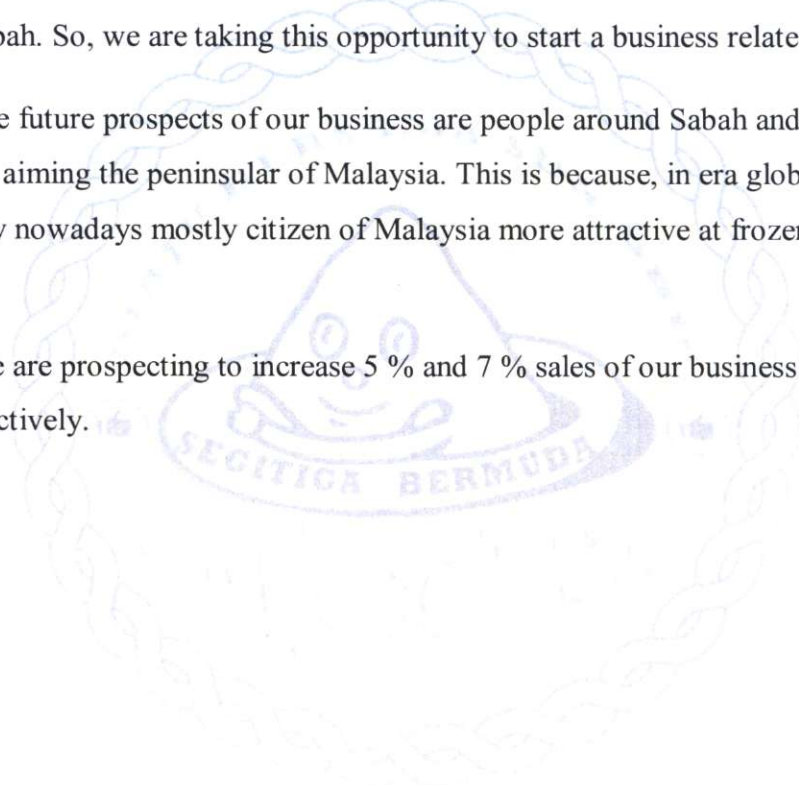
EXECUTIVE SUMMARY

The name of our company is Maju Bersama Sdn Bhd. Maju Bersama Sdn Bhd is a business that provides foods to the customer in term of frozen food that we called as “Kuih Segi-tiga Bermuda” with variety of it is core. For example, beef, chicken and prawn. The nature of our business is partnership.

Our main office is located at Kota Kinabalu Industrial Park (KKIP). We expect to start up our business on 1st January 2016. With the reference at Small and Medium Industries (SMI), Sabah. So, we are taking this opportunity to start a business related to frozen food.

The future prospects of our business are people around Sabah and Sarawak and at the same time aiming the peninsular of Malaysia. This is because, in era globalization and technology nowadays mostly citizen of Malaysia more attractive at frozen food to save more time.

We are prospecting to increase 5 % and 7 % sales of our business on second and third year respectively.



1.0 INTRODUCTION

The name of our company is Maju Bersama Sdn Bhd. This business provides frozen food product to the customer. The product that we sale such as beef samosa, chicken samosa, and prawn samosa. We are taking this opportunity to start a business related to frozen food product that easy the consumer get.

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 is high; this is will increase the business opportunity to enter the market. Thus, the business will operate at the Jalan 1A, KKIP Selatan Kota Kinabalu, Sabah.

This business has a high potential to expand. We are expecting to increase 5% and 7% sales of our business on second and third year respectively.

