



UNIVERSITI TEKNOLOGI MARA
KAMPUS KOTA KINABALU

FUNDAMENTAL OF ENTREPRENEURSHIP
ENT300

BUSINESS PLAN

DELICANSEE ENTERPRISE

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1.0 INTRODUCTION



Many people in this world have foreseen the evolution of entrepreneurs in the aspect of changes in time zone and their respective ideas. In this case, many theorists have come up with their own definition of what is an entrepreneur and entrepreneurship is all about. Richard Cantillon defined entrepreneur as "...a person who undertakes to do a job". Adam Smith refers entrepreneur by "...a person who acts as agents in transforming demand into supply". An entrepreneur is the person who shifts resources from an area with low productivity to high productivity (Jean Baptiste Say, 1803). Islamic Eastern philosopher, Ibnu Khaldun defined the person as entrepreneur by ".....a knowledgeable individual and is instrumental in the development of city-state where enterprise will merge". In our business plan, we focused our business on the making and selling of fruit and vegetable-based products. Our business has been registered under the name of Delicansee Enterprise. The partners who participate in this business are as follows:

1. REMNE BIN MASNAWI
2. PAMELA GLORIA ANAK JOHN
3. KIANDEE BINTI HALIM
4. PAULINE ANAK STANLEY JULI
5. VINNIE ANAK JOSEPH

The business entity that we have formed is Partnership and the capital set to our company includes a transportation assets. Aside from that, we will also have our new product line which the business involves selling of. The target market that our business wants to aim is for all types of customer in the terms of gender, age and social status. Our expectation is to have the business that we build run efficiently, make many profit than any other related clothing lines and the operations are in an excellent shape. The competitors that our business will meet are as follows; Nelson, Tutti Frutti and Eatti Bitti. In the coming days, we hope our business would inspire others who want to involves in this business and make our customer the top priority.



2.0 EXECUTIVE SUMMARY

Manufacturing is a good way of business, where in current demand and future has high expectation upon what they want from the market that we proposed now. For this business plan, we have selected UiTM Sabah as our location of market. Before this, we have scattered throughout Kota Kinabalu in the search of suitable place for us to sell our product. Upon this matter, we named our company as the Delicansee Enterprise. Delicansee word came from the word 'DELICIOUS, CAN AND SEE. It means that our customer will delighted on the delicious food that they see. Today, nature-based food is well known amongst people around the globe.

In terms of administrative strategy, we have carefully selected few employees as our main mover of business. We chose them by the field of qualification and creativity on how to make the product.

For marketing strategy, we will do our very best to make it as marketable as possible with the combination of additional methods and new elements that could attract our target customer, including local and foreign. The promotion of our product would not only limit to Kota Kinabalu, if possible most of Sabah state included. The reason that we chose UiTM Sabah as our main branch of location is due to its well embraced upon students and staff that need to consume more nature and fresh product instead of the usual cooked and fried food.

For Operational, we will open our business from Monday to Friday, 9.00 a.m-5.00 p.m, excluding Saturday and Sunday. Aside from the opening hours, we choose this period of time to promote and further try to market our product as efficient as possible.

From the aspect of Financial, every member of partnership will contribute RM12, 020 and also including the partnership of transportation, asset and so on. Despite of facing lots of competitor, we will do our best in making our product our own in the concept of brandings, ideas and allows or encourage demand more than other.