



**DIPLOMA IN PUBLIC ADMINISTRATION**  
**FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES**  
**UNIVERSITI TEKNOLOGI MARA, KELANTAN**

**BUSINESS PLAN**

**ENT300**

**D1AM1105A**

**DATE OF SUBMISSION :**

23/01/2021

**COMPANY NAME :**

Serunding Kita Enterprise  
Serunding Crispy Best in Town

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## **EXECUTIVE SUMMARY**

We choose to produce serunding crispy because we wanted to introduce healthy snacks that come with many benefits to the consumer. We know that Malaysians love snacking. However, there are no healthy snacks in the market nowadays. The snacks that exist now could give consequences to the consumer's health. We also would like to maintain the Malaysia cultural food which is serunding so that it would not be outdated. Therefore, with some innovation made, we believe that the taste of serunding will still be relevant in this area.

In order to ensure everyone can taste and afford our serunding crispy, we offer an affordable price for people to purchase. The price of our serunding crispy is RM15 for 200 gram per pack. Since our serunding crispy does contain many benefits including vitamin C for skin health and collagen for heart health, besides no artificial seasoning and only maintaining the good taste of the original serunding. We use three types of serunding which are meat serunding, chicken serunding and fish serunding. We believe that with an affordable price that is multi-benefits, our product can win people's heart and they will purchase our product repeatedly because of the taste and multi-benefits we offer.

Our business will start on 20th January 2021. We choose Pengkalan Chepa, Kelantan as our HQ because all the owners are from Kelantan and the serunding itself is originally Kelantan traditional and cultural food. This business is a partnership based that is from six partners. Besides, for the early opening, we will only need 10 workers including six owners to run this business. However the number of workers will increase from time to time depending on the business growth.

Furthermore, in order to ensure that our business and product received a positive response, we will fully utilize the social media platform like Instagram, Twitter, Facebook and website. Not only that, we also will use other ways of advertising such as using banners, flyers, business cards and others.

Next, with enough and adequate financial sources including the loan from bank and capital contribution from each of the partners, our business seems to have potential to succeed.

On a final note, we believe that our product quality will be able to reach our target market and become famous throughout Malaysia.

## **PARTNERSHIP AGREEMENT**

Partners of Serunding Kita Enterprise have agreed to all terms and condition that have been discussed. This agreement was referred to a BUSINESS REGISTRATION ACT 1956 (AMENDMENT 1978). All the terms and conditions are stated as follows:

1. Our partners has agreed to make ‘Serunding Kita Enterprise’ as the name of our company and this business will be operate at:  
20, Kawasan Perindustrian Pengkalan Chepa II, 16100 Kota Bharu, Kelantan.
2. This agreement was made between the following personnel:

### Partner 1:

Name : Amir Heiqal Bin Mohd Rusli  
I/C Number : 860716-03-1369  
Address : Pondok Seri Bonda 2588, Lorong Haji Wan Ahmad Off, Jalan Long Yunus Kg Paya Batu, 15200 Kota Bharu, Kelantan.

### Partner 2:

Name : Azlini Binti Mahamood  
I/C Number : 920604-03-8815  
Address : Lot 757 Kampung Kemal, 16800 Pasir Puteh, Kelantan.

### Partner 3:

Name : Muhammad Hakim Yusoff  
I/C Number : 930419-03-0867  
Address : No. 5574-Z, Taman Desa Telipot, Jalan Telipot, 15150 Kota Bharu, Kelantan.

### Partner 4:

Name : Nik Nur Fadhilah Binti Nik Mohd Fakhri  
I/C Number : 900809-08-0045  
Address : PT1639, Taman Kurnia Jaya, Pengkalan Chepa, 16100 Kota Bharu, Kelantan.

### Partner 5:

Name : Norizzah Atirah Binti Ahmad Syihabuddin  
I/C Number : 951231-12-0624  
Address : PT719, Kampung Talang Kadok, 16450 Kota Bharu Kelantan.