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UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**BUSINESS REPORT**

**OCEANS & CHIPS (LOCAL SNACKS BUSINESS)**

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PREPARED BY:

FACULTY & PROGRAMME : FACULTY OF APPLIED SCIENCES

DIPLOMA IN SCIENCE (AS120)

SEMESTER : 5

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SUBMISSION DATE : 2<sup>ND</sup> JANUARY 2018

*Handwritten signature and date:*  
31/1/2018  
62/100

**SUBMISSION LETTER**

OCEANS & CHIPS  
Diploma in Science,  
Universiti Teknologi MARA, UiTM Campus Samarahan 2,  
Jalan Datuk Muhammad Musa, 94300 Kuching,  
Sarawak.

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Madam Siti Mardinah binti Abdul Hamid,  
Universiti Teknologi MARA,  
UiTM Campus Samarahan 2,  
Jalan Datuk Muhammad Musa,  
94300 Kuching,  
Sarawak.

Madam,

**SUBMISSION OF BUSINESS PROPOSAL**

Regarding to the above matter, I, Sharifah Aziezah binti Wan Allam, the General Manager of OCEANS & CHIPS and the representative of my group members is glad to submit our business proposal for your review and further actions.

2. All of my group members were very hyped and motivated in doing and completing this business plan because it really taught us on how to become a successful entrepreneur and gave us a clear view on how to set up a business. We would like to express our gratitude for all of your valuable guidance and useful advices that you gave us in order to complete this business proposal.

3. Last but not least, your sincere attention and valuable support are highly appreciated. Thank you.

Yours sincerely,

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(SHARIFAH AZIEZAH BINTI WAN ALLAM)

General Manager,  
OCEANS & CHIPS

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## 1.0 GENERAL PLAN

### 1.1 EXECUTIVE SUMMARY

Our company's name is Oceans & Chips in which this business will be run in the form of partnership, which consists of three members. The business capital is amounted RM43,591 where the initial contribution is RM13,552 and the rest of the amount which is obtained from a bank loan amounting RM30,040.

Oceans & Chips is a café that specialize in making and selling variety of *keropok keping* and also *acar timun Sarawak*. *Keropok keping* is a popularly known Malaysian snack which is made of mainly starch flour either sago flour or rice flour and also fish. Meanwhile, *acar timun Sarawak* is of course a Sarawak local condiment which is mostly found only during festive season especially during Hari Raya. At Oceans & Chips, we will offer various flavour of *keropok keping* such as fish, prawn, crab and others and also various condiments aside from *acar timun Sarawak* to be eaten with the *keropok keping*.

We are venturing into this form of business because we realized that there is no café that specialize in making and selling *keropok keping* because these kind of snack is only sold at supermarkets and there is no condiment for them to eat with or wet markets where it is sold raw and office worker might not have the time to fry it themselves. Due to that, we came up with a new concept of selling this local snack, which is by setting up a café as a platform for everyone including the tourist here in Kuching to easily access and enjoy the savoury taste of our *keropok keping*.

All of us have come to an agreement to appoint Sharifah Aziezah Binti Wan Allam as the General Manager, Aminah Binti Mahari as Marketing Manager and Administrative Manager and Sharifah Mordiah Hayanie Sobhan Binti Wan Ibrahim as a Financial Manager and Operational Manager. The General Manager is responsible for planning, organising, leading and controlling all of the business activities. The Administrative Manager is responsible to buy the equipment needed in the café. The Marketing Manager's tasks are to identify the potential market, developing the pricing strategies and sales forecast. In addition, the Operational Manager is responsible in improving the operational systems and processes in support of organisational mission. Lastly, the Financial Manager's task includes developing and analysing information to access the current and future financial status of the business.

## 1.2 INTRODUCTION TO BUSINESS PLAN

### NAME OF COMPANY

All of us have agreed to name our company as Oceans & Chips because based on that name; customers will know that our main selling is chips or also known as *keropok* in Malay. The word Oceans were also chosen as our main ingredients used are fresh catch from the sea such as the fish, prawns, crabs and also seaweed. In our outlet, we will be serving *keropok keping* of different flavours so that our customers will have the experience in tasting other flavours of *keropok* other than the common fish flavoured *keropok keping* together with many variety of condiments that goes really well with the *keropok*.

### NATURE OF BUSINESS

Oceans & Chips is located at 367, Jalan Satok, 93400 Kuching, Sarawak. Our café offers various flavours of *keropok* such as fish (tamban, tenggiri, parang) *keping*, prawn *keping*, crab *keping*, anchovy *keping*, seaweed *keping* and also veggie *keping* for vegans or for customers that have allergies towards seafood or fishes. Our variety of condiments also includes the *acar timun Sarawak*, hot and spicy chilli sauce, barbeque sauce, black pepper sauce, wasabi sauce and others. We are using high quality ingredients in making our *keropok keping* and also high quality palm oil to fry our *keropok*. Other than offering a dine-in service, we also offer a take-away service where customers can buy the raw *keropok keping* and also the bottled condiments as a souvenir or they can purchase it as a delightful snack during festive seasons.

### INDUSTRY PROFILE

*Keropok keping* is a savoury local snack commonly prepared by deep frying it in a suitable temperature and the hard raw *keropok* will expand greatly in size within seconds and then it will float on the oil indicating it is thoroughly cooked and crunchy enough to be eaten. The extra crunch to the *keropok* is due to the sago flour used and excitingly it is gluten free and this will help to reduce the oil absorption to the *keropok* and hence preventing it to be soggy and oily. As for our *acar timun Sarawak*, it is a sweet and savoury Sarawak local