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**FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT 300)**

Business Plan

GROUP E

Sweet & Salty Fish Sdn Bhd

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1.1 EXECUTIVE SUMMARY

Sweet & Salty Fish first came about as just a family favorite in the home of one of the partners. It was made by the head of the house as an appetizer on occasions. It was not until a large village gathering when it made its first appearance to other people other than family members. Sweet & Salty Fish was such a hit at the gathering that many friends and neighbors were asking if they could order and buy the appetizer. It was realized that a business opportunity was at hand.

Sweet & Salty Fish then became an at home business and after 3 months, it was decided that an expansion of the business was needed. A partnership of 4 members was formed and Sweet & Salty Fish Sdn Bhd was established.

As Malaysians, it is believed that people spend their money mostly on food and are always seeking for new variety in the market. Sweet & Salty Fish is totally different from other food and because of its special spices and authentic traditional taste, it will give the product an advantage in the market.

A total capital of RM76000 is being contributed by all partners. In the company, there is one General Manager, Administrative Manager, Marketing Manager and Financial Manager. In addition to that, there are also four factory workers and two delivery men.

Our product can be consumed by anyone but our target market includes those with busy lifestyles, college and university students as well as low to middle income people. Though we have many competitors in the market like King Cup, Sunstar and Rex, we are confident that Sweet & Salty Fish can reach the same standards as these existing brands.

We use only the finest materials to produce Sweet & Salty Fish and all the special ingredients such as the spices and salted fish can be obtained locally. We also prioritize on the quality of our products which means supervision done in the production site is very frequent.

Other than that, with our business financial position statement, we will be able to reach our business goals and get our modal returned in a short term. Our current ratio will be able to cover our liabilities and put our business in the comfort stage of being amongst other brands in the current market in the near future.

1.2 INTRODUCTION

Sweet & Salty Fish Sdn. Bhd. is located in No. 3, Jalan 1F KKIP Selatan and our sole product is the acar ikan masin or salted fish in sambal / spices. Our Sweet & Salty Fish product is an appetizer which has an incredibly delectable taste that can satisfy almost everybody's taste buds. Sweet & Salty Fish also provides satisfaction for those who crave for the authentic taste of kampung food especially those who love a bit of spice. It is authentic because Sweet & Salty Fish is salted fish that is mixed together with local spices, vinegar and oil and is fried to delicious aromatic perfection. We only use the best quality salted fish and spices for our product. Other than that, Sweet & Salty Fish is ideal for those who are always on the go as it is packed in a glass jar and can be consumed right away once opened. Sweet & Salty Fish is definitely for those who want convenience during hectic times when there is no time to prepare a meal. Just grab a plate of hot steamy rice and eat it with some Sweet & Salty Fish and palate will be satisfied.

What makes Sweet & Salty Fish different from other appetizers in the market is that our product is a ready-to-eat product. This means, it is not pre-cooked and does not required to be cooked again before consuming. Sweet & Salty Fish also has a longer shelf life than most appetizers today. Other than that, Sweet & Salty Fish does not required to be kept in the fridge but stored at room temperature and a jar of Sweet & Salty Fish and has a shelf life of 4 weeks. Besides that, heating it up is optional.

Sweet & Salty Fish Sdn. Bhd. really sees the opportunity that our business and product has for potential success provided that it is handled efficiently. We believe that our product can add more value to the variety in today's market as well as satisfy customer wants and needs. Sweet & Salty Fish sees this as a mean to flourish in the market by taking advantage of people's needs.