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SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP  
(ENT 300)

SABAHAN NOODLE ENTERPRISE - INSTANT NOODLE BIRD NEST

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## 1.0 INTRODUCTION

Instant noodles appear to have originated in Japan in the 1950s and, today, are produced in over 80 countries worldwide.

Instant noodles are dried or precooked noodles fused with oil and often sold with a packet of flavoring. Dried noodles are usually eaten after being cooked or soaked in boiling water for 2 to 5 minutes, while precooked noodles can be reheated or eaten straight from the packet. Instant noodles were invented by *Momofuku Ando* of Nissin Foods, Japan.

*Momofuku Ando* was born in southwestern Taiwan when the island was under Japanese colonial rule in Japan on August 25, 1958, under the brand name *Chikin Ramen*. In 1971, Nissin introduced the Cup Noodles, instant noodles in a waterproof polystyrene cup, to which boiling water could be added to cook the noodles. A further innovation added dried vegetables to the cup, creating a complete instant soup dish.

According to a Japanese poll in the year 2000, instant noodles were the most important Japanese invention of the century. As of 2008, approximately 94 billion servings of instant noodles are eaten worldwide every year. China consumes 45 billion packages of instant noodles per year – 48% of world consumption – Indonesia, 14 billion; Japan, 5.1 billion. Per capita, South Koreans consume the greatest amount of instant noodles, 69 packages per year.

Instant noodles have become a popular food in many parts of the world, undergoing changes in flavor to fit local tastes. Instant noodles are made from wheat flour, starch, water, salt or kan sui (an alkaline salt mixture of sodium carbonate, potassium carbonate, and sodium phosphate), and other ingredients that improve the texture and flavor of noodles.

Maggi is a Nestle brand of instant soups, stocks, bouillon cubes, ketchups, sauces, seasonings and instant noodles. The original company came into existence in 1872 in Switzerland, when *Julius Maggi* took over his father's mill. It quickly became a pioneer of industrial food production, aiming at improving the nutritional intake of worker families. It was the first to bring protein-rich legume meal to the market, which was followed by ready-made soup based on legume meal in 1886. In 1897, *Julius Maggi* founded the company Maggi GmbH in the German town of Singen where it is still established today.

Sabahan Noodle was been plan by the managers of Sabahan Noodle on 25 May 2010. Name of the business were chosen because the it is the first business that established in Sabah, product of this business is instant noodle bird nest.



## **2.0 BUSINESS PLAN PURPOSES**

The purposes of preparing this business plan are:

- i. To apply for loan or financing facilities from relevant financial institutions.
- ii. To know and estimate the costs and sales of the business.
- iii. As a guidelines for the management department to supervise the business progress.
- iv. To allocate the business resources as efficient as possible.
- v. Good prospect of income in the long run.
- vi. To fulfil the surplus of *Instant noodle bird nest* as a food demand with the consistent supplying.
- vii. To stimulate the new ideas and well managed effort towards the successful life as entrepreneurs.
- viii. To understand how to initializing the business and maintaining the business in gainful position.