



**UNIVERSITI TEKNOLOGI MARA
DIPLOMA IN TOURISM MANAGEMENT**

ENT300: BUSINESS PLAN

TITLE:

HOMEMADE MARINADE ENTERPRISE



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1.0 Executive Summary

1.1 Introduction

In this modern day and age, where both parents almost always work 9 to 5, eating out has become every family's new tradition. No longer do we see families spend a couple of quality hours, dining together at home. Relationship among family members becomes alarmingly strained and distant.

At Homemade Marinades Enterprise, we value love and compassion among family members. We strive to keep family dining tradition alive. We pull out all the stops to continue to make a reasonable profit that permits us to stay competitive and community involved.

As part of the working generation, we understand how tiring cooking can be after a long day at work. Therefore, with the help of our mothers, we have compiled four delectable recipes that we have further tweaked to cater the modern day needs; instant frozen marinades that help to cut down preparation and cooking time to half.

Choose either Spicy Assam Fish, Chicken Thigh Marinade, Tamarind Beef or Coconut Curry Fish and rekindle with your family members during dinner time.

Homemade Marinades Enterprise is located at No. 207, Jalan Melati, 89457, Tanjung Aru, Kota Kinabalu, Sabah.

We look forward to provide you home cooked meals packed with love.



2.0 Business Plan Purposes

The purposes of preparing this business plan are:

- To allow the entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner.
- To analyze and evaluate the viability of a proposed venture.
- To convince relevant financial institutions for investment potential of the business.
- To act as a guideline for managing the business.
- To allocate business resources effectively.
- To identify any possible problems and try to find the best solutions.
- To estimate the costs and sales of the business.