



UNIVERSITI TEKNOLOGI MARA SABAH  
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Business plan;  
"Lekor Enterprise"



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## 1.0 EXECUTIVE SUMMARY

We are starting our own business as partners, and all of us decided to call our business as Lekor Enteprise. Our main activity of business is producing new product which is the Lekor Ayam. The type of ownership of this bussinees is partnership. Each members of this company contribute RM 20000.00 and to sum up this amount, our total of capital is RM 100000.00. The location that we chose for running our business is at Kampung Kionsom, Inanam because to reduce the cost of operation as this location and building is being contributed by the member of this partner. Moreover, this place is near to our major suppliers as well. This business will start on the 1<sup>st</sup> of January 2010.

The members of this business operate this business as the administrative, operational, financial, and marketing aspect and also become the workers to produce the product as well. This is for beginning of our business to reduce the cost of production of the product.

## 2.0 INTRODUCTION

The business of our manufacturing company is producing lekor ayam. We chose to produce lekor ayam because the typical lekor uses fish as the main ingredients; therefore our product is unique to the market because we diversify the taste of lekor by using chicken. The customer now has the many choices in choosing lekor.

Traditionally, keropok lekor which is made by fish originated from Terengganu. The production of lekor ayam is originated from Sabah, and this is our opportunity to expand it outside from Sabah as well. Besides that, chicken that we use to make lekor is the most favorable meat as according to our survey which we conducted to gain information and to study of our potential customer.

Therefore, we strongly believe that we can achieve success in terms of profit because we are the only lekor ayam manufacturer in Sabah and in fact, in Malaysia.