



اُنِيْوَرْسِيْٓتِيْٓ تِيْكَنُوْلُوْجِيْٓ مَارَا  
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MALAYSIAN STYLE CORNDOG



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## EXECUTIVE SUMMARY

Assignment 3 is the business plan that concentrates on the management and entrepreneurial element of starting a new business. In this assignment our group planned to open a shop and sell Corndog. Our business name is named Malaysian Corndog Style. Malaysian Style Corndog sells a corndog with variety of coating which customers can choose based on their preference and our aim is to fulfil our customer needs. The ingredients that Malaysian Style Corndog uses are high quality ingredient. Malaysian Style Corndog intends to open its first branch at Jonker Street , Melaka in 2022 as there is a potential of having good sales as the number of residents and who live and work there are very high. It is also one of the main attractions in Melaka. Malaysian Style Corndog is a partnership business that consists of 5 members.

Malaysian Style Corndog will provide a friendly, comfortable atmosphere where the customer can receive quality food and service at a reasonable price. Apart from that, we also wanted to widely introduce new menus as ideas with trending vibes. Malaysian Style Corndog will be open from 12pm to 9.00 pm where usually people will find a snacks before having a lunch and it will operate on Monday until Saturday. These products are considered marketable as it will satisfy the market's target needs which are most of them are local resident and tourists. In the future, Malaysian Style Corndog is also planning on opening new branches of shop at places around the country. This is important as to increase more profit as well as share our exotic products to more people.



## 1. INTRODUCTION

When starting a business, a business name is hugely important. It will attract customer's attention as well as their desire to try and buy our product. A good and suitable name also will mark a spot on a customer's mind and the product or business will be remembered.

Apart from that, for our business, we have discussed several names and come up with "Malaysian Style Corndog ". As we all know, corndogs are a popular fast-food snack in the United States. However, usually in the United States they will eat the corndog with chilies, mustard, or ketchup sauces. However, in Malaysian Style Corndog, our main specialty is the sambal that will be eaten with corndog. Sambal is one of Malaysia's favorite side dishes. Sambal is made with chilies, spices, herbs, and aromatics. It has a rich flavor that is earthy, spicy, and scorching all at once.

### 1.1 Nature of Business

In Malaysian Style Corndog, we make corndog with variety of base and coatings for our customers. We provide some other options of corndog for customers to choose, other than original which is our basic corndog. Our basic corndog comes with a hotdog and have mozzarella base. We also provide many different coatings to our customers.

The coatings that the customer can choose from are potatoes, mamee, cornflakes, and breadcrumbs. The corndog is 100% made by us while for the sambal we chose instant sambal. We also offer buddy meals, family meals (3 mains) and family meals (4 mains) to our customers. They can get the combos with a lower price rather than buying one corndog. Additionally, Malaysian Style Corndog also provides a discount for customers on every Friday. We will give around 6% for customer with every item or set in their purchases.

### 1.2 Industry Profile

The Food and Beverage (F&B) industry can be considered as one of the industries that will run in the long term compared to other businesses. People will always find food and drinks of various kinds according to their desires where food becomes one of the necessities of life for every human being to continue life. Therefore, many types of food from different flavors, shapes, sizes, and colors exist. There are among the vendors, each trying to come up with a new idea that allows their business to attract the interest of the public out there including us.