

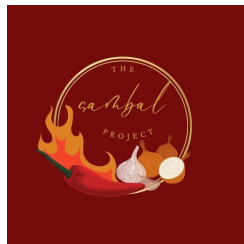


FACULTY OF BUSINESS AND MANAGEMENT
DIPLOMA IN BUSINESS STUDIES (TRANSPORT) (BA117)

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FUNDAMENTALS OF ENTREPRENUERSHIP



THE SAMBAL PROJECT

EAT SAMBAL, LIVE ON FIRE

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TABLE OF CONTENTS

1. INTRODUCTION.....	1
1.1 Name of business	1
1.2 Nature of business	1
1.3 Industry profile	1
1.4 Location of the business	2
1.5 Date of business commencement	2
1.6 Factors in selecting the proposed business.....	2
1.7 Future prospects of the business	3
2. PURPOSE OF PREPARING THE BUSINESS PLAN.....	4
2.1 To evaluate the project viability and growth potential	4
2.2 To apply for loans or financing facilities from the relevant financial institutions.....	4
2.3 To act as a guideline for the management of the proposed business.....	4
2.4 To allocate business resources effectively.....	5
3. BUSINESS BACKGROUND	6
3.1 Vision and Mission	7
3.1.1 Vision	7
3.1.2 Mission.....	7
3.2 Organizational Chart.....	8
3.3 Logo and Motto.....	9
3.3.1 Logo.....	9
3.3.2 Motto.....	10
4. BACKGROUND OF PARTNERSHIP.....	11
4.1 General Manager	11
4.2 Administration Manager.....	12
4.3 Marketing Manager	13
4.4 Operation Manager	14
4.5 <i>Financial Manager</i>	15
5. LOCATION OF BUSINESS	16

EXECUTIVE SUMMARY

The Sambal Project is a partnership business which consists of 5 partners lead by Nur Adreanna as the general manager. Nurul Raihanah as the marketing manager, Amirul Adli as the operation manager, Nur Hazirah as the administration manager and lastly, Mohamad Ikhmal Haiqal as the financial manager. Besides, our business offers a variety of sambal in three categories which are Sambal Balado, Sambal Hitam and Sambal Penyet.

Furthermore, our vision is to monopolize the domestic and international sambal market by 2025 so people will acknowledge and admire the uniqueness of it. Next, our mission is to serve super delicious sambal that exceed customers' expectation. This is because people nowadays lead a busy live because of works and studies. So, we decided to produce sambal that is cheap, affordable, healthy and save cooking times in order to satisfy the people's cravings. Not only that, but we also prioritize high quality production to ensure our business stand strong in the long-term period not only in Malaysia but also globally. Our products are also professionally contributed by using our own skills and experiences to produce the sambal thus guarantee the top-notch products.

Nowadays, the food and beverage industry tend to be overly all ages of people focused. So, by closely following the trends as well as our own customer's purchasing favourites, we produce the sambal to meet the specific wants of our customers. We solely focus on the taste of sambal and packaging to flatter the customers through our specialties of sambal. Therefore, we have decided to grab start this business after foreseeing future opportunities in growing interest and demand of sambal and becoming the good competitor with this business concept in Malaysia.

The Sambal Project is located in Bandar Damai Perdana, Cheras. This location was chosen because it is a strategic location with a focus on the public and nearby residential areas. It also offers a reasonable rental rate and decent amenities such as proximity to restaurants, courier services, and public transportation. There are roughly 515 961 people in Cheras. Hence, it is an ideal market for our business as people from all ages are into sambal. Thus, we are determined that our products will receive high demand which has potential to grow well not only in Cheras but also build our brand

1. INTRODUCTION

1.1 Name of business

Our partnership's business name is The Sambal Project. The name has come to an idea of producing sambal that is cheap, affordable, healthy and save cooking times in order to satisfy the people's cravings. Many entrepreneurs are hesitant to offer low-price products because they cannot guarantee a profit, but we believe The Sambal Project will be a strong platform for starting a new business that can extend throughout Malaysia. This is because in Malaysia, we barely come across entrepreneurs that run a sambal business like ours.

1.2 Nature of business

The legal structures of The Sambal Project are partnership. Besides, our main activity is headquarters. We produce several types of sambals such as Sambal Hitam, Sambal Balado and Sambal Penyet that focus on wants of customers. We specialize in providing economical and delicious sambal for all ages of people. In addition, the customers may contact us to order our sambal in advance or check if there are any stocks available before coming to our shop. This is to ensure the customers do not complain about our products and services, so that we will always do the best to meet their satisfaction.

1.3 Industry profile

The industry profile for The Sambal Project is a food and beverage. Besides, the main idea for developing this business is due to rising demand in sambal that similar with Indonesia's sambal. Furthermore, people nowadays are more into sambal, so we decided to produce sambal following the Indonesia sambal recipe. As far as we have researched, there is less sambal businesses in the Cheras area. This had given us the confidence to operate the business because there will be less competition. Moreover, it also had given us the confidence to operate the business because there will be an increase in buying power which has potential to grow well not only in Malaysia but also for the global market. Thus, the idea of bringing in a new kind of delicacy is our target to attract more customers into our products.