



**UNIVERSITI TEKNOLOGI MARA (UiTM)  
SABAH**

**ENT 300**

**FUNDAMENTAL OF ENTREPRENEURSHIP**

**BUSINESS PLAN**

**TUHAU TOKOU**

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## EXECUTIVE SUMMARY

The name of our company is TuhauTokou Company. Our business is to provide and sell food product of “tuhau”.Tuhau is a traditional food of local people in Sabah especially for Dusun community. It is mainly sold at Keningau, Tambunan and Ranau.

Our main office located at Sulaman Central, Kota Kinabalu,Sabah. We expect to start our business on April 2014. Instead of the concept of stall, we also provide delivery service where customer can order our product via online or by phone calling. The delivery service would only be provided for customer whose ordered in large quantity and located around the area of Kota Kinabalu only.

The future prospect of our business are people around the area of kotaKinabalu,exclusively people who lived around our office and stall. At the same time, we are aiming for the tourist who comes to visit Sabah. We expect to introduce this “ tuhau” which are the traditional food of Dusun that consist of among half of people in Sabah.

We will use the share and contributions of each partner as a modal to start this project. We are planning to increase our 3% and 5% sales of our business on second and third year respectively.

In order to success this plan, we need highly cooperation from all of the members to support each other.

## PURPOSES

Thepurposes of making business plan prepared by the TuhauTokou are:

1. To find funding from bank.
2. As an outline and reference to manage the business entity.
3. To evaluate the ability of the business to compete with the other competitors.
4. To gain the market opportunities in the local place.
5. To add the amount of people to involve business world as an entrepreneur.
6. To support and take the challenges by the government to improve our local economic level like as their mentioned New Economic Policy (NEP).
7. As the references to open another outlet in another branches.
8. To fulfil the requirements of ENT 300 subject.



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