

**ENT300**  
**FUNDAMENTALS OF ENTREPRENEURSHIP**

**BUSINESS PLAN**



**LAh!**

**LAh! ENTERPRISE**

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<b>SEMESTER</b>	<b>:</b>	<b>MARCH – AUGUST 2022</b>
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## EXECUTIVE SUMMARY

The business name is LAh! Enterprise. We will manufacture and sell sambal penyet at the price of RM20.90. The business registration date is on 12/12/2022 and operation date is on 01/01/2023. The general manager is Adib Bin Azuan and there are 5 other managers operating the business. The business will be located at Ipoh, Perak and our target market are Bumiputera and Chinese. The business is expected to reach over RM1.9 million in sales on the first year. The cost for one unit of sambal penyet is RM10.11. The business will potentially sell over 90,000 units of sambal penyet and it is projected that over RM900,000 will be spent for the units sold. The total remuneration for the employees in the business will be RM28,187.52 and each position will be tasked with their own specific responsibilities that will be the main foundation for the organizational structure. The expenditure for administrative will be RM48,980, marketing expenditure will total up to RM39,555 and the operations expenditure will be RM88,796. The business' current ratio graph shows values more than 1 which means it can generate cash to meet short-term obligations. The quick ratio also shows values more than 1 meaning the business can cover current liabilities. The debt-to-equity ratio shows values below 1.0 which means the business does not spend all equity on debts.

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