

ENTREPRENEURSHIP STUDIES

KHAZANAH FOOD ENTERPRISE

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EXECUTIVE SUMMARY

The Khazanah Food Enterprise is a new business' entity that have registered under Companies Commission of Malaysia (SSM) in 5 January 2010. We are focusing in enhancing and producing the snack that based from the Malaysian traditional food.

In the form of partnership business' entites, this companies is build under the contribution of 5 partners that act as the managers and also the shareholders. The business' decison maker is lead by Ahmad Sayuti Bin Yahya as a General Manager, Muhammad Asyraf Bin Suliman as the Administritive Manager, Mohd Afiq Bin N Hasyim as the Marketing manager, Muhammad Syafiq Bin Mohd Amin as the Operation Manager and Muhammad Idzwan B. Zainal Ahbidin as the Financial manager.

In this early stages of business, we have created the brand called "Opah" to specify the product we have made which is the snack that made of the tempe. The snack is available in two selection for the consumer which is differentiate by it's taste- the original flavor and black pepper flavor. The strenght of our product is based on its originality and it's taste.

In order to achieve the goal of the company, we have to make sure that every managerial function in this company is running smoothly. The manager on each department should be able to play their role in finding the best way to manage the business by using less cost, but able to generates the maximum profit for the company.

With the mission to be the leader in Malaysia for producing the Halal snack that based on Malaysian traditional food, we are promising to be committed to delivered the quality product and satisfaction for the consumer regarding the value of the product.



1.0 INTRODUCTION

Khazanah Food Industry is the new business entity that formed under the Partnership agreement. The company have been registered in 5th January 2010 with the purpose to introduce and popularized the Malaysian traditional food in the different form that can suit everyone's preference nowadays, and at the same time earning the business profits. Our company will operate the business officially in 5th October 2010.

Faced with fast-paced modern life, consumers will continue to seek convenience and simplicity. The demand for the ready-to-eat form food nowadays become increase as the people nowadays tend to buy the product that doesn't provide them complexity, especially for food product. The demand for the junk food is increasing nowadays especially for children and teenagers. But there's an issues that relates the junk food that can effects someone's health as the junk food perceived to have little or no nutritional value, or to products with nutritional value but which also have ingredients considered unhealthy when regularly eaten, or to those considered unhealthy to consume at all. Apart from this issues, we found that this is the opportunity to sell the healthy food in form of snack, that usually represented by the junk food. The existence of our product in the market can give the alternatives to the consumer when it comes to the selection of helthy and delicious snack.

Our company is located at bandar Baru perda, Pulau Pinang. We chose Bandar Perda because there is less competitor that will compete will our company in selling the product to the customer. Apart from that, the location is located at the urban area, where the potential buyer will always surround the place. The supplier for the rawa materal situated near to our business location thus reducing the cost on dealing with the process to obtain the raw materials. Other than that, our company also situated near to the distribution area which turn our business' location into the strategic place to produce our product at maximum effort.

With the goal to become the well- known brand that become a leader in the snack producing industry, we are striving to satisfied the customer's needs and wants by producing the good quality product that consistent with it's value.



1.1 PURPOSE OF PREPARING THE BUSINESS PLAN

1. This business plan is prepared by Khazanah Food Enterprise's Managers to view and evaluate the proposed business venture in an objective, critical, and practical way.

There are some of entrepreneur who involved in business ventures manage their business in improper way. They run their business relying on their emotion rather than planning it in rational way. With a proper business plan, our company will have strong and well-grounded information to enhance the planning and decision-making process. So, we will have a more realistic and and practical business plan. Moreover, our company will fully understand the whole proposed business function by making this business plan.

2. This business plan is prepared by our company to analyse and evaluate the viability of proposed venture.

Business plan is important to know the viability of a proposed business venture by making information gathering and analyzing. With this fully prepared business plan, we can predict our business' potential in the future and make a correct decision making before taking any further step that can collapse our business entity in the market competition.

3. The business plan is prepared to convince the relevant parties of the investment potential of project.

Business plan is very important to to make relationship with the investor. Good business plan will increase the level of inventor's trustworthy and will attract investor to involved and invest in out business. As the company is rely on individual capital contribution to start the business without taking any loan from any entities, we have to ensure that we are able to make the optimum return from the investment. Therefore, the confidence of and trustworthy of the investors is very important.

4. A business plan can help to move the company to action

The business manager may have been thinking for years about starting a business or engaging in some venture, but the process may seem too daunting, too large and too complicated. A business plan will help the company to pull apart the pieces of starting a business and examine each piece by itself. So instead of one large problem, our company may identified a sequence of smaller problems. And by solving the small problems, the large problem is automatically solved. So writing a business plan can help to move the company to action by breaking down a seemingly insurmountable task into many smaller, less intimidating tasks.

Logo:



“Kha” symbolized the first letter of our company’s name(KHAZANAH) if translated into “jawi” spellings. Jawi is an adapted Arabic alphabet for writing the Malay language, widely used before the modernization of Malaysia. The use of “kha” letter mainly to emphasize that our company is striving to be the leader in producing the halal product that based on modified traditional food in Malaysia. Apart from that, we also striving to be the Bumiputra company that become the main competitor in snack industry.

“Kha” also the first letter of “Khasiat” that mean that our company is trying to delivered the healthy food to the customer which is in form of snack, where the customer doesn’t need to put too much effort to make consideration to buy the item.

“Kha” also the first letter of “Khairu” and “Khairah”, the arabic word to describe the good thing, and also the good deeds. In the term of the logos consideration, we are trying to to deliver the quality product with the good working culture that guidelined by Islamic law (Syariah) in the intention to do the good deeds as Ibadah in our working culture.

“Crown” can be symbolized as “king” or “leader”. For the logo’s consideration aspect, the crown is symbolizing our goal to be the leader in the market on producing the Halal product that based on Malay traditional food. We are also trying to be the well- known brand in Malaysia, dominating the Malaysian market on producing the halal snack.