



اَوْنَبُوْرُ سَيِّدِي تَيْكُوْلُوْ كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## **FUNDAMENTALS OF ENTREPRENEUSHIP (ENT300)**

### **BUSINESS PLAN**

### **VG PASTA PRODUCTION**

### **PREPARED BY**

**FACULTY &** : FACULTY OF APPLIED SCIENCE/  
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**SEMESTER** : SEMESTER 5  
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## EXECUTIVE SUMMARY

We are making pasta from vegetables that has been steamed until become soft to start our business. We choosing to making this product because, in Malaysia there is a few company that produced the same products but using the different vegetables. Besides, nowadays people are more concern on healthy lifestyle and tend to eat the food that contains high amount of nutrients. The research show that vegetables has many benefit to human health and need to consume by the human every day. We produce pasta from carrots, beetroot and pumpkin.

The price of vegetables pasta is based on the box that consists of 10 packets. Every packet of vegetables pasta consists of 250 g of this pasta. The price of the box is RM 180.00 which RM 18.00 per packet. The price is medium compare to other regular pasta and it considered fine as our product contain vegetables which are on another level. The reason we put such medium price because we want people from rural and urban areas able to consume our product. We believe that our product can reach people heart, compete with our competitors soon and keep improving in the future.

This business venture will start on 19th January 2019. We need six persons which is ourselves and four outsider person to fill the following positions in our company. All these position are general manager, financial manager, marketing manager, operation manager, human resources manager, administration manager, staffs and security guard. We believe we could handle all those things since we know each other ability and known each other very well.

We choose Muar to open our factory which is located at Lot 363, Kg Parit Tunggul, Kundang Ulu, 84710 Tangkak, Muar, Johor. We will distribute our vegetables pasta around Muar and Melaka. San Remo, Barilla and Kimball were all our competitors which is already at market and are well-known brand. All of them have their own strength. For example, the price of San Remo, Barilla and Kimball are cheaper compared to our product. But they also still have their weakness which is their product only used the flour as raw material while our product used vegetables as the raw material.