

Business plant of e t enterprise



E. T Enterprise is a partnership which manufactures traditional cake , bahulu. This company is established on Jun 2008 and commenced on July 2008. This partnership costs RM 323, 857. 00 which mostly the amount is contributed by the six partners' and the rest being financed by loan from bank. The location of this company are at the Meru and it is a base to produce the bahulu because it is near to the raw material and labour sources which is the village people.

The target market consists of the population in Shah Alam and Klang area. There's no restriction in terms of the age group of the target market for its bahulu as bahulu can be enjoyed by many , regardless of ethnicity and social background. From our survey , the estimated size of our market is approximately RM1, 379, 413. There are 3 main competitors that sell bahulu in Shah Alam & Kelang which consist of J. K. Enterprise , S. U. Enterprise and S. A. Enterprise. The types of bahulu that this company offer to the customers are bahulu with cream (strawberry , vanilla and chocolate) , cup bahulu with cream and topping , birthday bahulu and wedding cup bahulu.

For each types of bahulu , this company put the price by using the cost based pricing. In order to promote the bahulu , they do sales promotion like giving bahulu sample and discounts to the customers. Hence , they advertise the bahulu in some local magazines. This company also have their own website to enable the customers to gain information about their product. The company distribute their product through retailers around Shah Alam , Klang and Meru. They estimate the sales based on the customers awareness about their product and seasonal factors like Hari Raya and wedding seasons.

For operation , they apply the Just in Time concept where the entire of finish product is sent immediately to their intermediaries and final users which help them in minimize the storage cost. All production is produce based on sales forecast. This company choose Meru as the location because it fulfils the business basic needs. The suppliers are located throughout Klang and Shah Alam.

PURPOSE OF BUSINESS PLAN

The main purposes of this business plan are :

To evaluate the project viability and growth potential.

To apply for loans from bank as company capital and to know how much each shareholders need to invest.

To act as a guideline or reference for the management of the proposed business.

To allocate business resources effectively.

To forecast the business performance for better decision making.

For better understanding of in and out of the business.

BACKGROUND OF THE BUSINESS

Name of the business

ET Enterprise Sdn Bhd

Business address

Lot A-2, Jalan Kemboja,

Taman Meru Indah, Kg. Meru,

42200 Meru, Klang,

Selangor Darul Ehsan

Correspondence address

Lot A-2, Jalan Kemboja,

Taman Meru Indah, Kg. Meru,

42200 Meru, Klang,

Selangor Darul Ehsan

Telephone number

03-33925544

Form of business

Partnership

Main activity

Manufacturing

Date of business commencement

1st July 2008

Name of bank

Bank Islam

Bank account number

13-456-01-556634-1

Equity contribution

RM 263, 643

The above is the logo of this company business. The word E stands for modernization. It relates to their business where they want to introduce the bahulu to the wide global market. Furthermore, they also do some innovation to their bahulu in order to modernize it so that it can be accepted globally. Traditional stands for the type of business that they run which is the traditional Malay food, bahulu. This company chooses the word traditional so that people will easily relate to their business with the traditional Malay food. In their logo, they have chosen two colours which are blue and red. Blue stands for innovation that they do to the bahulu in order to modernize it and to attract people to buy it. While red stands for the spirit to develop the traditional business and to introduce bahulu to the global market. Hence, this company also includes their motto in the logo so that people will actually know that they offer them with delicious, quality bahulu and they also care for the relationship that they have with the customers.

BUSINESS NAMECARD

Lot A-2, Jalan Kemboja,

Taman Meru Indah, Kg. Meru,

42200 Meru,

Klang,

Selangor Darul Ehsan.

No. Tel : 03-8885258

Website : [www. et_enterprise. com. my](http://www.et_enterprise.com.my)

LOCATION OF COMPANY

This company located at Meru , Klang.

THE ORGANIZATIONAL PLAN

Vision

To internationalize traditional cakes (bahulu and others in the future).

Mission:

To modernize traditional food.

Objective:

To market traditional food (for now bahulu) in whole Malaysia.

ORGANIZATIONAL CHART

MOHD. ABD. HALIM BIN SALANI

(GENERAL MANAGER)

MOHD EFI BIN TASNIMUDDIN

(Financial Manager)

ASMA' BINTI RUSTAM

(Operational Manager)

MOHD

HASHAMUDDIN BIN HASSAN

(Administrative Manager)

IRMAWATI BINTI ROSLAN

(Marketing Manager)

ADIBAH BINTI AHMAD DAUS

(Direct Workers)

FATIMAH

BINTI HASSAN

(Direct Workers)

MOHD MUADZ BIN MAHMOOD

(Direct Workers)

NURUL ATEKAH BINTI MUHAMAD ALIAS

(Assistant Marketing Manager)

JOB DESCRIPTION

Position

Responsibilities

General manager

Act as a superior of company that monitoring all activities in the company.

Act as authorized person that approve the activities and financing.

Have a power to control the companies.

Ensure the performance of company is always good.

Always care about society of employee and partner.

Administration manager

Help the entire department in area of administration.

Determine the rate of employee and partner.

Always keep the office clean.

Help the General Manager.

Marketing manager

Find the target market for the production.

Ensure all the goods are sold.

Do forecast sales for the company.

Find the best strategy to attract customer.

Find the solution to become a winner in competition between competitors.

Find the potential market for the company.

Assistant marketing manager

Helps the marketing manager

Operation manager

Find the best supplier for the company.

Ensure the operational is operating wisely without problem.

Ensure all the goods in a good quality.

Ensure the all production is following the planning.

Make sure all production is enough to support the demand from customer.

Financial manager

Prepare the financial statement.

Ensure the company has sufficient cash to do an activity.

Always find the solution to cut the cost and expenses.

Workers

Produce the product

Ensure the factory in clean and clear after working

THE MARKETING PLAN

PRODUCT CONCEPT

The product that this company offers to the customers is bahulu. They have done some innovation to the bahulu in order to make it look different and attractive than other ordinary bahulu. They also modernize the bahulu so that in the future it can be accepted globally. The types of bahulu that their offer to the customers are Crème Bahulu (strawberry , vanilla and chocolate), Cup bahulu with Crème & Topping , Birthday Bahulu and Wedding Cup bahulu. Crème Bahulu is the main product which will be distributed to the retailers. While for Cup bahulu with Crème & Topping , Birthday Bahulu and Wedding Cup bahulu are the types of products that their offer to the customers for ordering purposes. With these varieties of products , their company hope that they are able to compete with other competitors and able to gain more customers. Besides that , they also ensure that our bahulu is delightful so that customers will satisfy with the taste and quality. Below are the packages that this customer offer to the customers.

- a) Crème Bahulu

- b) Birthday Bahulu

- c) Wedding / engagement / other occasions

- i) Gift to the guest:

Crème Bahulu (1 box contains 3 bahulu inside)

<https://assignbuster.com/business-plant-of-e-t-enterprise/>

ii) Cupbahulu with Crème & Topping

iii) Wedding Cup bahulu

TARGET MARKET

Since the factory is located in Meru , Klang and it's also near to Shah Alam , target market would be the customers in Klang and Shah Alam. Most people are already familiar with bahulu as one of Malay traditional cakes which are served during Hari Raya and are enjoyed by many. Therefore this company bahulu and cup bahulu can also be enjoyed by all age groups. It means that , in term of demographic segmentation , their focusing on customers from all age groups who live in Klang and Shah Alam area. Since they also accept customized orders for certain occasions such as birthdays and weddings , they give a bit more focus on those in the age group of 1 – 35 years old as they are at the age where they like to have birthday celebrations with their group of friends and families as well as getting married. This is where they will focus to sell the birthday and wedding cup bahulu.

Besides that , they also segment our market into separate psychographic profiles. Since the bahulu and cupbahulu are modernized version of the traditional bahulu , they seek to first capture the interest of those who are adventurous and love to try out new things besides being food enthusiasts. This company hope that through them , it could reach out to other more conservative customers by recommending our delicious and unique bahulu and cup bahulu to others.

MARKET SIZE

Market size is the total potential purchase that is expected from the target market.

According to a July 2006 census , the population of Shah Alam stood at more than about 580, 000 while Klang population stood at 683, 000 which make the total population amounts to 1, 263, 000. This company estimated that 50% of the total population eat bahulu. Therefore ,

$$50\% \times 1, 263, 000 = 631, 500$$

Among the 631, 500 who eat bahulu , their estimated that 39. 5% of them would pick bahulu as their favourite snacks or deserts and thus eat more bahulu than others. Therefore :

$$39. 5\% \times 631, 500 = 250, 000$$

From this 250, 000 people , the estimated percentage of those who are more adventurous and would like to try the modernized version of bahulu is 25%.

Therefore :

$$25\% \times 250, 000 = 62, 500$$

To conclude , from the total resident of 1, 263, 000 in Shah Alam and Klang, 62, 500 people would be interested to buy modernized bahulu.

After determining the market size , they calculate the estimated value of the market size. Usually the bahulu are sold in packets of 10 or 20 per packet.

From the survey conducted , they found out the average price for a packet of

bahulu is around RM 6. 00. The survey was conducted by comparing the prices of the packets of bahulu which are sold by various manufacturers.

Therefore the value of the estimated market size is:

$$62,500 \times \text{RM } 6.00 = \text{RM } 375,000$$

STRENGTH OF THE COMPANY

They could reach both the customers in Shah Alam and Klang with the help of the distributors. This company offer more varieties of bahulu and it's safe to say that this coampany among the first company to invent cup bahulu.

They strategically located near them raw materials and source of labours which enabled them to minimize the cost of production.

MARKETING STRATEGIES

The next step in marketing plan is marketing strategies. There are four key variables of marketing strategies which are product , price , promotion and place. This company realize that marketing strategies will give big impact to the company's sales. Therefore , they have developed specific strategies for each factor of the marketing strategies.

PRODUCT

As stated before in the product concept , this company offer several products to the customers which are Crème Bahulu , Cupbahulu with Crème & Topping , Birthday Bahulu and Wedding Cup bahulu. With the motto quality , delicious and relation , they are not only focusing on the taste of the bahulu , but also care about the quality of their bahulu. In order to attract customers to buy the product , this company have design the bahulu with different

design according to the types of order. Besides that , they packing the product with clear colorful plastic for those products that will be distribute to the retailers shops. The purpose is to allow customers to see the product clearly. While for ordering packages , the packing are in colorful box and ribbon so that it will look more special , simple yet beautiful.

PRICE

Basically , this company use cost based pricing to put price on the product. For different types of bahulu , they put different price for it. This is because the amount of material used for different types of bahulu is different from one another. Besides that , they also consider the quality and the preparation steps of the bahulu before putting the price. Below are the price for 1 unit of bahulu and the selling prices of our products.

Price per unit:

$$\text{RM } 0.27 + (45\% \times \text{RM } 0.27) = \text{RM } 0.40 / \text{unit}$$

Therefore , the price for 1 packet of bahulu which consists of 10 units bahulu will be :

$$\text{RM } 0.40 \times 10 = \text{RM } 4.00$$

Selling prices :

Bahulu with cream (for distribution to the retailers) : RM 4.00 per packet
(10 units).

: RM 8.00 per packet

(20 units).

2. Orders :

Birthday bahulu

RM30. 00 pe r set

Bahulu with cream (gift to the wedding quest)

RM 1. 50 per box

Cup bahulu with cream and topping

RM 1. 00 per unit

Wedding cupbahulu

RM 360. 00 per set

PROMOTION

Like many other businesses , they also use few types of promotion tools in order to accomplish the sales promotion objectives. This company use advertising in magazines to promote their bahulu. They also choose to advertise the bahulu in magazine like Rasa because this magazine has its own readers who are interested to know about new foods. Besides that , they also have a own website. The purpose of this website is not only to promote the bahulu , but also to get feed back or any new ideas from the customers in order to improve the bahulu. Moreover , this website is also use to introduce new kind of bahulu to the customers. This website will make the

customers closer to our product because it is easy to access and customers will easily get information about our bahulu.

Other than that , they also do sales promotion like giving bahulu sampling and discounts. This company supply their bahulu sampling to the retailers at Kompleks PKNS and Shah Alam Mall , Shah Alam because at shopping mall people usually are interested in testing food and they tend to buy the food if it tastes delicious. For discounts , they only give discounts for order bahulu. For example , if a customer buys cup bahulu with Crème & Topping for more than 1000 units , then , 10% discounts will be given out of the total price.

Lastly , the sales team also do personal selling by communicate face to face with the customers and explain to them the types of bahulu that their offer. Not only that , they also give pamphlet and name card to the customers so that easy for them to contact with them for detail information about their bahulu.

PLACE

The factory and office are located at Meru which is near to the town and city like Klang and Shah Alam. Therefore , it will make them easier to promote the product to more wide market including the town people. Besides that , this location is strategic because it is near to the raw material and labour source which is the village people.

This company also realizes that distribution strategies are important as it is one of the factors that will contribute to whether the product can be sold effectively or not. To distribute the product , they use two types of distribution strategies which are :

<https://assignbuster.com/business-plant-of-e-t-enterprise/>

Manufacturer retailer consumer

Manufacturer consumer

For distribution that use retailers , they choose four places to sell their bahulu which are Klang (Pasar Jawa) , Meru and Shah Alam (Kompleks PKNS and Shah Alam Mall). For all the retailers , this company agrees to pay them some commission every month. They use retailers to help them to distribute the bahulu in certain places. By using this way , this company could save some cost from renting a shop to sell the bahulu at every place that we want. For direct distribution to the customers , they use this kind of distribution when receive orders from customers. This company will deliver the orders to the customers and no transportation cost is charge for area around Klang , Meru and Shah Alam. But if the delivery is outside from these areas , transportation cost will be charged.