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**ASSIGNMENT 12: WRITING A BUSINESS REPORT**

**a. Describe the business you plan to have in the future.**

* In what kind of sector would you like to run your business?  
  Answer : I want to run a business in the culinary field
* What kind of product or service would you like to give to your customers?

Answer : maybe chicken katsu product, because my favorite food is chicken

* What name or brand would you like to give to your product/ service/ company?
* Answer : my name or brand is sanskatsu which has the definition of relaxing while eating chicken katsu

**b. Describe the background of your business**

* What are your personal reasons for starting the business?

Answer : why I started a business, because I want to increase my income and want to learn new things

* What are the external factors that motivate you to start the business?

Answer : My motivation for starting a business was to create jobs, and help other people.

**c. Describe your target market**

* Who do you think will buy your products/ use your services?

Answer : maybe the market of my product is chicken food lover

* Why do you think those people will be interested in your products or services?

Answer : with unique recipes and flavors with my products

**d. Describe your marketing strategies**

* What strategies are you going to use to make people interested in your products/ services?

Answer :

1. Using Attractive Product Packaging.

2. Create Unique Product Photos.

3. Create a Company Website.

4. Promotion Through Social Media.

5. Cooperating with Delivery Service Providers.

6. Create Unique and Attractive Promotions.

* What are you going to do to maintain customer loyalty?

Anwer :

1. Know Consumer Behavior

2. Improve the Quality of Customer Service.

3. Offer Discounts and Promos.

4. Create a Customer Loyalty Program

**e. Describe your sales forecast/ financial projections**

* How much money do you think you will earn from your sales in the first year of the business?

Answer : maybe with a minimum income of 100,000 a day, in one year 36,500,000 not including expenses

* What are the possible problems that might affect your sales? How will you overcome the problems?

Answer : The problem that affects my business is the increase in raw materials, the solution to this is to reduce the portion of food or increase the price of the product

* In what year do you think you will be able to gain profits and see a steady growth in your sales?

Anwer : from my analysis i will get stable profit and sales in 2 years