



UNIVERSITI TEKNOLOGI

MARA

MIMOSA PUDICA L .JUICE FOR MEDICAL TREATMENT

PREPARED BY:

FATIN AZWA BT GHAZALI	2013215966
KHAIRUNNISA BT HAMIRUDDIN	2013611476
NORAZURA BT JAILANI	2013628596
SITI HAJAR BT HARUN	2013217914
NURIN JAZLINA BT ABD RAZAK	2013267444

LECTURER NAME : PN YASMIN KAMALLKHAN

TABLE OF CONTENT

CHAPTER 1

1.1 EXECUTIVE SUMMARY	1
1.2 INTRODUCTION.....	2
1.3 PURPOSE OF BUSINESS PLAN.....	3
1.4 PROFILE COMPANY.....	4
1.5 BUSINESS LOGO.....	5
1.6 ADMINISTRATIVE PLAN.....	6

CHAPTER 2

2.1 PROFILE OF PRODUCT.....	7
-----------------------------	---

CHAPTER 3

3.1 ORGANIZATIONAL CHART.....	8
3.2 MANPOWER PLANNING.....	9-10
3.3 KEY MANAGEMENT PERSONNEL.....	11-15

CHAPTER 4

4.1 MARKETING MIX STRATEGIES – PRODUCT.....	16
4.1.1 MIMOSA PUDICA JUICE PROCESS.....	17
4.1.2 BENEFIT OF <i>MIMOSA PUDICA</i> JUICE.....	18
4.2 MARKETING MIX STRATEGIES – PRICE.....	19
4.3 MARKETING MIX STRATEGIES – PLACE.....	20-21
4.4 MARKETING MIX STRATEGIES- PROMOTION.....	22
4.5 MARKETING PLAN.....	23
4.6 TARGET MARKET.....	24-26

TABLE OF CONTENT

4.7 COMPETITION.....	26-27
4.8 Market Share	
4.8.1 Market Share before.....	28
4.8.2 MARKET SHARE AFTER THE ENTRY OF MICA JUICE ENTERPRISE.....	29-30
4.9 Predict Customer Reaction.....	31-32
Chapter 5	
5.1 START UP COST.....	33
5.2 LOAN AMORTIZATION AND HIRE PURCHASE SCHEDULE.....	34
5.3 WORKING CAPITAL.....	35-37
5.4 STARTUP CAPITAL AND FINANCING.....	38
5.5 INCOME STATEMENT.....	39
5.6 BALANCE SHEET.....	40
5.7 FINANCIAL ANALYSIS.....	41-50
5.8 FINANCIAL PERFORMANCE.....	51
CHAPTER 6	
6.1 CONCLUSION.....	52
CHAPTER 7	
7.1 APPENDICES.....	53-57
REFERNCES.....	

Chapter 1

1.1 EXECUTIVE SUMMARY

Mica juice Sdn Bhd located in No 31, Bangunan Arked Mara Jalan Rahmat 83000 Batu Pahat Johor Darul Takzim which enables to someone who has a health problem that they want and had to settle for with our service give. Mica juice Sdn Bhd also offers our service on any in terms of age differences. Mica juice Sdn Bhd also sold by health care product retail and we also capable of serving to whole family in a time and facilitate our service give.

Population all over Malaysia decided to use our service when they had disease this are one way to improve their disease, for example this juice can prevent from asthma, diabetes, reduce urinary tract stones and others. Mica juice enterprise was predicted this opportunity to provide best quality and highest from solution to cure some diseases to all citizens, although age or their sex.

Mica juice Sdn Bhd, see this business opportunities have potential success provided that it handled efficiently. People always needed to keep their hair health and care; users can feel more confident and comfortable. Mica juice Sdn Bhd see this as one way to succeed in this market, by cash in on from all needs of people, because this can improve healthy all users.

1.2 INTRODUCTION

Name of our company is **MICA JUICE Sdn Bhd**. Form of our business is partnership. We have five of partnership. They are Siti Hajar bt Harun as a Chief Executive Officer, Fatin Azwa bt Ghazali as a Financial Manager, Khairunnisa bt Hamiruddin as Administration Manager, Nurin Jazlina bt Abd Razak as a Public Relation, and Norazura bt Jailani as a Marketing Manager. Our location at No 31, Tingkat Atas Bangunan Arked Mara, Jalan Rahmat, 83000 Batu Pahat, Johor. Date of business commencement is 5 Januari 2014.

Mica Juice Sdn Bhd also sells herbal product to health care products. Through unheralded customer attention, Mica Juice Sdn Bhd will slowly but surely gain market share as it services the entire family, creating long-term relationships. Lastly Mica Juice Sdn Bhd location will allow it to attract a lot of walk in traffic.

People across Malaysia have decided to use our services when they want to fulfil their healthy need, for example if customer had any disease such as asthma, diabetes to prevent the cure it will be try our product like drink the juice mimosa pudica. This has shown that Mica Juice Sdn Bhd has the calibre to be one of the most successful health and care in Malaysia.

Mica Juice Sdn Bhd saw the opportunity that this business has the potential of success provided that it is handled efficiently. The people have always needed to take care of their healthy life style, as the hair reflects their personality, and to make them feel more confidence and comfortable.