



اَوْنُوْزِ سِيْتِي تِي كُوْلُوْ كِي مَارَا  
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**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300) CASE STUDY/BUSINESS  
OPPORTUNITY/BUSINESS PLAN**

**FACULTY OF ARCHITECTURE , PLANNING AND SURVEYING  
DIPLOMA IN QUANTITY SURVEYOR**

**DRIED FRUIT JAMS (DATES AND RAISINS)  
(FOOD AND BEVERAGE)**

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## **EXECUTIVE SUMMARY**

Kisma Enterprise is a company that offers food products which name as Yummy Tummy that has a long lasting period and high in nutrient as it made of dates and raisins which suitable to be taken in order to stay full and healthy. This food product is very easy to handle , to serve and suitable to be consume with bread. Yummy Tummy is also offered to all stage of community groups and can be as home food stocks.

In addition, this product is also available to all customers at affordable price and high in quality. Besides, with a medium size of its packaging, it easy to bring whenever want to travel. Yummy Tummy is also contain with 100% of pure dates and raisins which give a best taste of jams to every consumers. This product has a high potential to growth as it made of fruit which can be eat by every religion. So, the changes for this product to gain high profit is high and it can be one of the favourite jams for the consumers.

Other than that, the difference of Yummy Tummy compared to the others product is the uniqueness of its taste which cant be found from another product. This is because this product has never been produce by any firm so the unique of its taste can only be found in this Yummy Tummy. Hence, the potential for this product to grow further is bigger and the great of its taste will always loved by the consumers.

The profitability of this product can be enhanced by the supportive results from the local people. Therefore, the marketing management will always ensure that this product will be known by the whole community of the country in order to achieve the high sales and profit.

## **1.0 BUSINESS DESCRIPTIONS**

### **1.1 Name of the company**

Kisma Enterprise Sdn. Bhd

### **1.2 Factors in selecting the proposed business**

The reason why I choosed to propose this business is because I want to promote the new production of product which made of raisins and dates. This is because nowadays, as we know there are also production which made of dates such as dates milk. So, with this idea, I try to come up with new variation of product which also made of date which is dates jams. In addition, I also want to promote the use of raisins as the jams as I believe that both of this type of dried fruit are very high contain of nutrient whidh is good for the body. Other than that, I also want to promote our local food to international level for its potential. For me, this product is unique and can get attracted by different region in many country.