



اَوْنِيُوْا سِيْتِي تِي كُنُوْا لُوْجِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

COMPANY'S NAME: FRESHJUICE'Z

TRADE NAME: FRESHJUICE'Z

PREPARED BY:

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SUBMISSION DATE:

22 DECEMBER 2017

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LETTER OF SUBMISSION:

ENT300 Students,

Diploma in Banking Studies and Diploma in Business Studies,

Universiti Teknologi Mara Sarawak,

Kampus Mukah,

Madam Siti Farah Binti Lajim

Lecturer Fundamentals of Entrepreneurship (ENT300),

Universiti Teknologi Mara Sarawak,

Kampus Mukah,

Madam,

Submission of Entrepreneurship Business Proposal.

As the representative of business FreshJuice'Z, I would like to submit our business plan for your evaluation and further action. We are very grateful for giving us the chance to complete this business plan as it gave us experiences and enjoyment while accomplishing this task.

2. This business plan was completed according to the guidelines and requirements given according to course syllabus. This business plan also constructed to serve as a blueprint and guide for a proposed business venture which covers administration, marketing, operation and financial factors. During completion of this business plan, we gained a lot of knowledge on how the business world would like. We also believe that these business will not only just a plan but also will be implemented in the future and hope that we have the chance to set up it.

3. The partnership that involve in this business is as follow:

i. Jakop anak Michael - General Manager and Administration Manager

ii. Fendra anak Nigong - Marketing Manager

iii. Mario Zenger anak Moye – Operation Manager

iv. George Robin Philip Allenby – Financial Manager

EXECUTIVE SUMMARY

Our Juice Bar Business Plan

We started our business plan as a road to achieve profit from our own passion and able to provide the best quality of ingredient in preparing the juice with a safe and friendly place to mingle and cherish the moments among customers and worker.

Our juice bar have face deficit in the first, second and also the third months which we encounter loses from it. From that loses, we learn that as a newcomer we need to implement several alternative to cover those deficit by set up excellent marketing strategy such as membership card, coupon, seasonal drink and also stamp card.

We feel that the lesson we have learned from the business will serve us well as we go forwards. The juice bar industry features has a great deal of opportunities to expand business but with some unique obstacle as well.

As a newcomer and also local entrepreneur, we feel that it is a great deal for us to gain profit from the community area in Samarahan as there are few juice provider available in Kota Samarahan.

INTRODUCTION

1.1 INTRODUCTION TO THE BUSINESS

- | | |
|--------------------------------|----------------|
| i. <i>Name of the business</i> | : FreshJuice'Z |
| ii. <i>Nature of business</i> | : Partnership |
| iii. <i>Industry profile</i> | : Beverages |
| iv. <i>Business Location</i> | : Samarahan |
| | : 1/1/18 – |
| v. <i>Date of commencement</i> | 31/12/18 |

Our Business Logo and Tagline



“Drink smart live healthy”

Factors in selecting the proposed business:

- To encourage people to drink fresh juice
- Create awareness about the importance of fruit towards society.

Future prospects of business:

- To expand our business to other location.
- Produce a variety of fruit juices.