



اُنِيُوَرْسِيْتِي تِي كُولُو كِي نِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF APPLIED SCIENCE

DIPLOMA IN INDUSTRIAL CHEMISTRY (AS115)

RAS1154B

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

BUSINESS NAME (GENKI DRINKS ENTERPRISE)

PRODUCT NAME (FLABLET SOLUBLE)

PREPARED FOR:

MISS ZULAIHA BINTI AHMAD

REPARED BY:

SYIFA' AMERAH BINTI FAUZEY (RAS1154B) (2018281434)

ACKNOWLEDGEMENT

First and foremost, Alhamdulillah, I praise and thank Allah, the Almighty, the greatest of all, for all the blessings You had given us in completing this assignment.

Opportunity, strength and determination are the values and elements that we are so grateful to be graced with. Without His willing and mercy, we will not be able to complete this assignment.

Now, special appreciation goes to our lecturer, Miss Zulaiha Binti Ahmad for her never-ending guidance and continuous encouragement. Her extensive knowledge and experience is so helpful for us to come up with our business idea. I appreciate all her contributions of time, support and ideas.

Deepest thanks and appreciation to our parents, family and our spouses for their understanding and encouragement. They are one the reasons we keep being inspired and persevered until the end of the assignment. They are also the gifts that give us strength and we are so grateful to have them by our side at all times.

Also, to our colleagues and friends, thank you all for being such great company. It is great having people that are going through the same experience and ordeal as us and that make us more open to each other. This is the connection and relationship we hope we will cherish forever together.

TABLE OF CONTENTS

LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	v
TABLE OF CONTENT	vii
EXECUTIVE SUMMARY	x

	Page Number
1 INTRODUCTION	1
1.1 Name of Business	
1.2 Nature of Business	
1.3 Location of the Business	
1.4 Date of Business Commencement	
2 BUSINESS BACKGROUND	4
2.1 Vision and Mission	
2.2 Organizational Chart	
2.3 Logo and Motto	
3 BACKGROUND OF PARTNERSHIPS	9
3.1 General Manager	
3.2 Administrative Manager	
3.3 Marketing Manager	
3.4 Operational Manager	
3.5 Financial Manager	
4 MARKETING PLAN	16
4.1 Marketing Objectives	
4.2 Description of Products	
4.3 Target Market	
4.4 Marketing Size	
4.5 Competitors	
4.6 Market Share	
4.7 Sales Forecast	
4.8 Market Strategy	
4.9 Organization Chart for Marketing Department	
4.10 Manpower Planning and Schedule Remuneration	
4.11 Marketing Budget	

EXECUTIVE SUMMARY

Vision: To be the unmatched leader in providing health drinks to reduce diabetes patients and overall improving the health of our consumers.

Company Background: The name we picked for our business is “*Genki Enterprise*”. First of all, “*genki*” is a Japanese word that means good health and high vigor. Furthermore, Japanese also known for living very long due to their healthy lifestyle and this solidifies our choose of business’ name even more so.

Products: Our product’s name is ‘*Flablet Soluble*’ upon agreement from all parties involved. “*Flablet*” actually comes from the combination of two words; flavored tablet. From the name of the product itself, consumers can easily know that our product is a tablet that can be dissolved in the water.

Financial Projections:

	Year 1	Year 2	Year 3
Profit (RM)	2,914,638	2,719,978	3,244,832

Operational: We expected to produce 65, 370 units of product per month. Total operation cost for the operational is RM85, 882,187.36. Cost to produce one unit of the flablet souluble tent is RM1.31.

Industry: Food and beverages

Number of Employees: 19

Financing Source: We get financing source from bank loan amounting to RM151,592 and contribution from the partners amounting to RM46,025.

Use of Funds: We use the funds from the loan and partners’ contribution to support our first production expenses due to the lack of capitals on our side. We also planned to use the money for the purpose of product development.

Table 4.2.2 Product illustration



Kiwi and Guava



Strawberry and Pomegranate



Green Apple and Lemon



Orange and Pomelo



Banana and Mango