



اَوْنُوْزِ سَيِّتِيْ بِاَتِيْكَوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

D'4 AMIGOS

HONEY STICK
MADU KELULUT

PREPARED BY

FACULTY : FACULTY OF PLANTATION AND AGROTECHNOLOGY
PROGRAMME : AT110
PROJECT TITLE : HONEY STICK
SEMESTER : 5

GROUP MEMBER

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PREPARED FOR:

MR. HJ AHMAD FAISAL

SUBMISSION DATE:

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SUBMISSION LETTER

Diploma In Planting Industry Management,
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96400 Mukah, Sarawak

29 November 2019

Encik Haji Ahmad Faisal
Lecturer of Fundamentals of Entrepreneurship (ENT300)
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96400 Mukah, Sarawak

Sir,

SUBMISSION OF THE ENTREPRENEURSHIP BUSINESS PLAN

According to the title above, we would like to submit our business plan on the name D'4 Amigos, consist all the detail, example document and following procedure which is located at Mukah, Sarawak.

2. This report consists of important component that have been considered in beginning of the business. It include our business profile, structure administrator, marketing, operation and financial.

3. There is the list of entire group member that involved in the process of complete this business plan:

- i. JULIES ANAK JOEL(2017612656)
- ii. BERNEDICT READY ANAK BABU(2017612496)
- iii. WENNY ANAK LAGANG(2017606296)
- iv. NURUL EZZAH BINTI SULAIMAN(2017698994)

EXECUTIVE SUMMARY

D'4 Amigos offer a fresh honey from a log of stingless bee. We provide honey stick in order to give high satisfaction of customer and promote healthy food from agriculture industry.

Our business is using a 4P's marketing mix strategy. Firstly, we used price strategy to attract customer. By using this strategy, we offered a lower price for our product where our honey stick is priced RM 2 per 3 stick. It is because before we start to sold our product, we have made some survey to our customer which is to help us to more understand about their ability or willingness to buy at a price that we set it up.

Next, is product. Our product is fresh from a log of stingless bee. As we know, nowadays people more prefer to maduasli than madukelulut. But, for a information madukelulut also has more benefit and give us more healthy. Our product is free from chemical used. We were very concerned about our customer wants. We target among teenager as we promote to them about agriculture food. Also, not forget to the adult around this city.

For promotion, we have promotes our product on online. We use Instagram as our medium to us to introduce our product. People who want to buy our honey stick, can directly book on our Instagram. We have packed our product in a jar if they want book honey stick more than 20 stick. In our packing also has Halal logo to give more safety and give trust to our customer.

Lastly, place. We have chooseSibu as our place to sell and produce our product to customer. It is because Sibu has more 247995 populations which is among teenager and adult. In order to attract customer, we have to begin from a bottom because we know madukelulut is not really popular among us. But we believe, slowly people will able to try our product and we also can promote agriculture food as we an agricultural student.

GENERAL PLAN

1.0 INTRODUCTION TO THE BUSINESS

i.	Name of the business	: D'4 Amigos Honey Stick
ii.	Nature of business	: Partnership
iii.	Industry Profile	: Agriculture food
iv.	Business Location	: Sibul, Sarawak
v.	Date of commencement	: 26 th September 2019
vi.	Factors in selecting the proposed business	: Allow promote people to more healthy lifestyle by consume an agriculture food <p>- More benefit about madukelulut that affect our body to more health</p>
vii.	Future prospects of the business	: teenager and adult

D'4 Amigos

-MADE WITH LOVE-