



UNIVERSITI TEKNOLOGI MARA

ENT 300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
TEA-MOON CAFE

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EXECUTIVE SUMMARY

The government and non-government had given and provided an opportunity to all the people to encourage and to step in the business world. This proven that there are many local entrepreneurs out there to compete and be successful in their own business. By being an entrepreneur, there will be more job opportunities and reduce unemployment.

To begin our own business, we had discovered a new recipe that can be selling in the market. We had decided that our product can be selling to all people from the young to old ages. Our new recipes are called TEA-MOON where we use cucumber as the based for our foods and drinks. We had created cucumber juice mix with ice cream soda soft drink, fritter that mix together with cucumber, cucumber sushi as we roll the cucumber with chicken loaf and cucumber meat. Together, the prices of our product are affordable to the local people.

We hope that our business will expand to other place or location, be more long lasting, keep growth from year-to-year, and to be an example of successful in the field of entrepreneurship and can be as an inspiration for other entrepreneur and young people.

PURPOSE

- To identify the opportunities to expend the newly opened business
 - In order to sustain and succeed in this food and beverages business, our company needs to identify every opportunity and risk because our TEA-MOON's product is new in the market.
- Innovation
 - Innovated new menu of foods and beverages to customer.
- Affordable
 - The product affordable for anyone to buy.