



UNIVERSITI TEKNOLOGI MARA (UiTM)

ENT 300 : FUNDAMENTALS OF ENTREPRENEURSHIP

FRUITABLE

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## FRUITABLE COMPANY

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## INTRODUCTION

### 1.0 executive summary

Fuitable is a food&beverage kiosk located at Imago shopping complex in time square Kota Kinabalu,Sabah to attract people since Imago is new shopping complex.Fuitable provide F&D to all the ages level.Fuitable also accepts order for event wedding,birthday,engagement or others.Fuitable can serve all customer nicely.

While there are many F&B in market like Suitable.Fuitable will make a differences in term of product.We are provide F&D focuses more to healthy.Through serve a healthy product,suitable will slowly but surely will gain a large of market.

People will consume our product when they realize that how important to take care of their health.Nowadays they are lot of company produce unhealthy product therefore Suitable has foreseen the opportunity to provide the finest and highest quality to decrease the healthy problem among malaysian.This has shown that Suitable has caliber to be one of the successfully F&B product in malaysia and worldwide one day.

We,Suitable,saw the opportunity that this business has the potential of success of provide that it is handled efficiently.People consume food and drinks in their life to continue their life.Suitable sees this as a way to prosper in this market,by taking advantages of all these people`s need.

## 2.0 purpose

This business plan is prepared to make sure that we are easier to manage and run our business since we are a new in business sector. We need to manage properly our business to make sure that we can compete with other competes. This business also being drafted so that Fruitable know how much capital that need to start business .They presentation of this business plan also as our guide for our company performance

Fruitable contribute cash by their own to build this business.Each shareholder has agreed to contribute Rm 7437.50 each.The financing will be used to purchase an assets to start the business.We can get all this items from our trusted supplier,and they a agreed to provide product with the best offer ever.

We also use this business plan as a guideline to the manager in order to succeed in the busniess.Fruitable also have set out entire target in order to be successful.This busniess plan includes company background,marketing strategy,operation plan,sales forecast and financing plan of the business.

Fruitable will fully utilize all the assets so that it can be maximize the profit.The profit that the company get to pay the loan that is given.Fruitable confidentially can pay will able pay the loan including the interest payment.

### 3.0 Company background

**Name of company:** Fruitable

**Address:** Lg 01-10, kk time square face 2,  
off coastal highway,88100 kota kinabalu.

**Telephone:** 088-621737

**Fax number:** 088-623801

**Email:** [Fruitable@gmail.com](mailto:Fruitable@gmail.com)

**Form of businesses:** Partnership

**Main activities:** serve food&drinks

**Date of registration:** 1 May 2015

**Number registration:** M0270794-D