



UNIVERSITI TEKNOLOGI MARA

ENT 300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

NOURRITURE ENTERPRISE

CHEESY FRUITY ROLLY

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EXECUTIVE SUMMARY

Our company, "Nourriture Enterprise" is a business that deals in Food Industry. It comes as a growth of demand by the increasing in healthy and delicious food. Even though the market of this product has already existed, but it still promises a better opportunity for us to invest because our product is different and modified to fulfill the satisfaction of our future customer.

The name of our company that we choose, which is "Nourriture Enterprise" is simple and can be counted as direct to the point. It is easy to understand and remembered because the term that we use to define our shop is common and will not cause confusion for the people when they interpret it.

We can simply said that our product is different from other similar kind of business, because our main product is traditional wrap cake, Popiah which comes in various ingredients such as Honeydew, sweetened creamer, longan, sweet corn, cheddar cheese, spring roll pastry. Based on our product we agreed to choose " Cheesy Fruity Rolly" as our product name.

Why are we daring to take the risk to involve in this kind of business? It is because, we believe that every opportunity lies in what we cannot see at present, but can be predicted well in the future. One of the most important aspects that drive us to select this kind of business is because we realize the demand to live a healthy life with high living standard in this modern day, is more vital to everyone. When the demand increased, people will search for good foods as well as adorable.

For this reason, the business will be located at Alamesra Plaza Utama due to the development of economics in that particular area. From the location chosen, we believe that it is a strategic place to attract customers which we are targeting school and university students, teenagers and working people. Of course if we are serious to be involved in any business fields, we will find the best and profitable area to set our business. We also believe that through the efforts that are contributed by every partner in this business, we will achieve our stated objective, mission and vision.

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