



UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

ENT: 300
FUNDAMENTAL OF ENTREPRENUERSHIP

BUSINESS PLAN
DEDAUN C.O

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EXECUTIVE SUMMARY

Dedaun c.o is the company that focus on health product, that suitable for Malaysian peoples take it as a daily product. Moreover our product is base on tea it is very easy to carry around. The ingredients of our product is the most easiest to find because it is simple as it.

The special about this product is, it base on healthy product, based on our research it can cure some sort of disease and there is some research that still in progress where our product maybe can be the solution key for cancer disease.

Based on the goals above, we are venturing into healthy product industry. Annona leaves tea have the potential of being a profitable business if it is done in large scale and systematically managed.

We expect that our business will become more develop in the near future because with the new innovation in our tea, the demand will increase not only during any occasion but it might be a new daily healthy product. This will give us more advantages for us to make our product more profitable and stable in the long run.

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There are a lot of challenges that we have to face such as finding the raw materials and machine capacity for our project. Besides that we have to go through a lot of difficulties with the health base product which is going through a lot of procedures.

Through these problems we manage to become more organized and mature in dealing with problems that occur during our research. This business plan covers organization, marketing, operation, financial and training plan and any other information needed by a new entrepreneur as a guide to start this business.

Lastly, to those who had involved and contributed directly or indirectly to this business plan, we are very grateful to them for the effort and initiative that they have shown in our project until we successfully completed our business plan.

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