



DIPLOMA IN PLANTING INDUSTRY MANAGEMENT (DPIM)
ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
(HERBAKES)

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EXECUTIVE SUMMARY

The company name is Herbakes. A company which focuses on making, producing baking and selling Stevia based buns. Stevia is an exotic herb that was discovered recently and used commercially.

The Stevia is used as a replacement for sugar and sweetener. The form of Stevia that is used is the powder form of Stevia. The price of Stevia sugar is slightly higher compared to normal sugar because of the Stevia sugar was extracted from the Stevia plant.

Our main office is located at Alamesra. We expect to start up our business on 1st January 2017. We plan to expand our business in the future to cater the demand of the Malaysian's population. We anticipate on increase 2% and 3 % sales of our business on second and third year respectively.

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