



MARA UNIVERSITY OF TECHNOLOGY
SABAH BRANCH

FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT 300)

BUSINESS PLAN
BAE MAXE TEA COMPANY

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2. INTRODUCTION

BAE MAXE TEA is focus on tea product and the plantation of a good quality of tea. It is concern to health due to the many kind of disease nowadays.

We have chosen to give a new tasted to the tea so that the customer will loves tea that suit to modern society. In the other hand, it will give to the people the quality of the real tea. Besides, we want to enlarge this tea that mixed with food beverages product.

This tea will start to be promoting on April 2015 located at Kota Kinabalu, Sabah, nearest to public society and city. It will ensure that we will give a refreshing tea from its tree suitable with our motto "Taste the Happy & Healthy"