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FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN  
J.E.N.T ENTERPRISE

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## TABLE OF CONTENT

CONTENT	PAGE
1.0 INTRODUCTION	
1.1 Executive Summary	1
1.2 Purposes	1
1.3 Company and Business background	2
1.4 Shareholders/Partners/owner's Background	3
2.0 ADMINISTRATION PLAN	
2.1 Organization chart	10
2.2 list of administrative personnel	11
2.3 schedule task and responsibilities	11
2.4 schedule of remuneration	12
2.5 List of office Equipment and supplier	13
3.0 MARKETING PLAN	
3.1 Profile of product/services	15
3.2 Target market	15
3.3 market size	15
3.4 competition	16
3.5 market share	16
3.6 Sales forecast	19
3.7 Marketing Strategies	20
3.8 Marketing Budget	23
4.0 OPERATION PLAN	
4.1 Operation process	25
4.2 Process Flowchart	25
4.3 Capacity Planning	27
4.4 Material Requirement	28
4.5 List of Machines and Equipment	28
4.6 Layout Plan of operation Area	26
4.7 Operation overhead	32
4.8 Operation Budget	34

5.0 FINANCIAL PLAN	
5.1 Project implementation cost	38
5.2 sources of financing	38
5.3 table of Depreciation	40
5.4 Loan Amortization schedule	42
5.5 Hire Purchase Repayment Scheme	42
5.6 Cash Flow Proforma	43
5.7 Profit and Loss proforma	45
5.8 Balance sheet proforma	46
CONCLUSION	52
APPENDIX	53

## 1.1 BUSINESS PURPOSES

### 1.2.1 Purpose of the Business plan

The purpose of the business plan is to provide a clear and concise statement of the business's purpose, mission, and vision. It also provides a detailed description of the business's products and services, its market, and its financial projections. The business plan is a key document for the business owner, as it provides a clear and concise statement of the business's purpose, mission, and vision. It also provides a detailed description of the business's products and services, its market, and its financial projections.

### 1.2.2 Vision and Mission

#### Vision

To be the most successful and profitable business in the industry, providing the highest quality products and services to our customers.

To produce a high quality and reliable product that can be sold at a profit in all areas.

#### Mission

To achieve high sales and profitability in the market by providing the highest quality products and services to our customers.

Provide a high quality and reliable product that can be sold at a profit in all areas.

## **1.1 EXECUTIVE SUMMARY**

Stevia leaves is the one of the way for controlling the sugar taken in our daily life. If the human body receive a lot of glucose and conventional sugar it will harm the human body by get a chronic disease such as diabetic disease. People who has the diabetic diseases need to consume a lot of medicines to help them much better.

J.E.N.T enterprise is a company that produce a Univia product from the combination of milk and 2% of stevia powder for the diabetic people age 45 until 80 years old. Univia can be consumed twice a day by the diabetic people. It help to give an energy and planning a healthy diet for them.

Our company was located at Metro town, Kolombong as we are targeting the diabetic people around Sabah. Univia product was allocate at clinic, hospital and pharmacy. 1 unit of the Univia product is RM200.00. Other than that, the strength of our company's product used less of the conventional sugar and only used the naturally one extracted from the leaves.

## **1.2 BUSINESS PURPOSES**

### **1.2.1 Purposes of the Business plan**

This the document is the outline on how to start-up of the business known as J.E.N.T Enterprise. The business plan has included financing, when, what, where and how the business will be going in the future.

### **1.2.2 Vision and Mission**

#### Vision

- To be one of the lead market that produce health drink (Univia) in Malaysia market and trusted drink supplier to the community
- To produce a stevia and milk production that can be consumed by all people at all ages.

#### Mission

- To achieve high sales and penetrates Malaysia's market 5% slowly for every year.
- Produce another two types of flavour such as chocolate and vanilla in the next 10 years.



## 2.1 INTRODUCTION TO ADMINISTRATION PLAN

J.E.N.T Enterprise is a type of supplier company. Our company focus is on providing a health product that specified to health drink product called Univia. This idea came out since the current statistics in 2015 shows there are 5% of Sabahan who suffer from diabetes which is caused by excess sugar taking in daily life. Our objective is to provide a high quality of health product to help people outside there especially those who suffer from diabetes by increasing their awareness about health concern that caused by sugar taking. Our company's vision is to be one of the lead market that produce health drink (Univia) in Malaysia market and trusted drink supplier to the community. Our mission are to achieve high sales and penetrates Malaysia's market 5% slowly for every year and produce another two types of flavour such as chocolate and vanilla in the next 10 years.