

UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

FUDAMENTALS OF NTREPRENEURSHIP
(ENT300)

HEAVEN IN A BITES

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CHAPTER ONE

1.0 INTRODUCTION

Our company name is Heaven in a Bites, Starting on 13 February 2014. Our business location will be opened at Warisan Square, Jalan Tun Fuad Stephens 88000 Kota Kinabalu, Sabah. This location is perfect in order to get industry customer need especially for those who need a dessert food that are satisfying, great tasting and worth every penny. Thus, we would like to offer our product which is a Macarons.

What we want to provide is the best fruit dessert which create new experience to our client by using purely fruitable flavour and meet the expectations of our customers and creating an attractive and diverse taste in our dessert. Heaven in a Bites will become one of the most successful entrepreneur in Sabah by delivered unique concept of dessert buffet with affordable price. Our business is a partnership business, consist of five people. All of us were lucky as we all share the same interest.

1.1 PURPOSE

The purpose of this business plan for:

- i. To evaluate our business venture in an objective, critical and practical manner.
- ii. To analyse and evaluate the viability of our business.
- iii. To attain the financing of the business needs and make sure that we have sufficient initial capital to secure our project implementation cost.
- iv. To allocate business resources more efficiently.
- v. As a guidelines for the daily day to day management of the production of product in order to succeed in this business.