



UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS
FACULTY OF ACCOUNTANCY

ENTREPRENEURSHIP (ENT 300)
'HEALTHYLICIOUS ENTERPRISE'

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EXECUTIVE SUMMARY

HealthyLicious Enterprise is a business of providing food and beverages to the customer. We produce food and beverages such as ice blended based on seaweed with different types of flavor and crispy seaweed. The brand name of our product is SeaweedLicious. Our business also comes up with the slogan "*Simply Different*" which means we are slightly different than the others as we are not only producing product with delicious taste but also it contains a lot of health benefits.

Our business is located at , Wisma D'Sulaman, 88450 Kota Kinabalu, Sabah. We decide to do our business in this location as it is very strategic and suitable for us to start our business. The place that we rent is also fulfilling our requirement and has the similarities from the aspect of the layout that we sketch for the first plan. Besides, we also aim to target the residential citizen near the area to be aware of our products existence.

While there are many businesses that producing food and beverages, HealthyLicious will do excel as customer's demand for our main product which is ice blended is high at the market. Since we are producing ice blended based on seaweed, consumer will get more benefits from our product as seaweed contains a lot of health benefits such as it may improve heart health, has heavy-duty detox properties, and may help regulate hormones.

Moreover, we believed that we will successfully compete with our competitors in a few years ahead. This is because customer will consume our product frequently as they will get benefits from our products.

We, HealthyLicious, saw the opportunity that this business has the potential of success provided that it is handled efficiently. People will always want to consume our product as it's not only delicious but good for health too.