



UNIVERSITI TEKNOLOGI MARA

FACULTY OF ACCOUNTANCY

(ENT300)  
ENTREPRENEURSHIP

BUSINESS PLAN  
'HEALTH PARADISE'

PREPARED FOR:  
MOHAMMAD FIRDAUS BIN MOHAMAD

PREPARED BY:  
MELDEBRA HILOM POLINON (2012220804)  
NURFARAH ASHIQIN BINTI ALI SHAMSUDDIN (2012231248)  
NURSYAFIQAH BINTI MADZAIN (2012497496)  
MARDHIANA NORBEK (2012427622)

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# Executive Summary

## 1.0 Introduction

Health Paradise is a café located at Tanjung Aru Perdana Park, Kota Kinabalu that allows the entire family to have their juice/smoothie, detox drink and healthy meal in one location. Health Paradise serves men, women and children in any ages. Health Paradise also use moving track to sell juice/smoothie, detox drink and healthy meal and attract more potential customers in different areas such as Tg Lipat.

While there are others café like Health Paradise, Health Paradise will excel due to its attention to detail regarding customer services. Through unheralded customer attention, Health Paradise will slowly but surely gain market share as it create long-term relationship with the customer. Lastly Health Paradise location will allow to attract more customer.

We, Health Paradise believed that fruits and vegetables can reduce health crisis, someday people will alert about their health and taking other alternative than drugs. Thus, Health Paradise has seen this opportunity to provide the healthy meal yet delicious to all people in any gender.

We, Health Paradise saw the opportunity that this business has the potential of success provided that it is handled efficiently. People have always know that fruits and vegetables can reduce their health crisis but some might not consume fruits and vegetables directly. Health Paradise sees this as a way to prosper in this market by making fruits and vegetables delicious.