



UNIVERSITI TEKNOLOGI MARA
CAWANGAN SABAH

FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)

BUSINESS PLAN
W.O.W ENTERPRISE

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- Madam Dg Kamisah, **Lecturer for ENT 300 course**
- Government Departments (**DBKK,KWSP,SOC SO**)
- Private Institutions (**SESB, CIMB BANK, REGISTRAR OF COMPANY**)

We found that there is the high potential opportunity for us to assess the business venture objectively, critically and practically because of the strategic planning and value added which is a powerful concept that can be exploited to create the competitive advantage much needed by businesses.

We also wish to thanks the parties which have not been mentioned above as we will never be able to complete this business plan of ours without your support and guidance. We look forward to someday making this business a reality as well.

Thank you for your cooperation. May God bless all of you.

DATED SUBMISSION
27 March 2015

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1.2 Introduction

We are the one of business that produces coconut smoothies' product after The Royal Coconut introduces this coconut product to us. Our business was located at Jalan Tanjung Lipat, 88450 Kota Kinabalu, Sabah, Malaysia and we have open one branch at Ground Floor Sulaman Sentral Off Jalan Sepangar Bay, Kuala Menggatal, 88450 Kota Kinabalu, Sabah. This is because the area is proximity to our product resources, proximity to the facilities, low cost rent and strategies place to sell our coconut smoothies product to the customer.

Our business opportunity begins with the existence of various customers need and wants for our products. As society becomes more affluent, there will be more human needs and wants to be fulfilled. Our product is something that possesses a physical form that is required to fulfill human wants directly and indirectly.

From our view, we believe that this business has potential to be developed accordance to the advantages:-

- It is not difficult to find
- It is 100% pure coconut