



UNIVERSITI TEKNOLOGI MARA

ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

FRUITY CUTIE CAFE

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1.0 ACKNOWLEDGEMENT

First of all, we want to grateful to God as were able to produce this business plan on time. We have encountered a variety of obstacle and difficulties in preparing this proposal but thanks God we manage to complete this proposal with the good commitment from the other member in giving brilliant idea, creative idea and good cooperation to make this proposal even good that can be use in the future. We would like to give special thanks to our family who give us support in term of money and some new idea to make our business even creative and we do not forget also to our colleagues that always help us to give us idea and some information related with our business.

We would like to thank our lecture, Mr Cyril Supain for guiding, supporting, and also giving us brilliant idea to make our business plan more interesting and more creative; with his help finally we can complete this proposal into reality.

By implementing our mind as an entrepreneur, we can see the opportunity in proposing this business in the future because it's good for our citizen. With the knowledge that we have learned, we strongly believe that this business useful to the future. We hope that by doing this business forward to make this business become reality because t can help to generate income and also can help citizen.

1.1 INTRODUCTION

Fruit is one of the foods that nowadays become trend to our citizen. This is because fruit is high with vitamin which it's very important to our body where it does will help to reduce the healthy problem. Other than that with some of exercise it's will help to burn the fat really fast and nowadays the Zumba dance become the trend to our citizen because people not only can dance and burn fat but also they can realise they tension while they dance and enjoy every step in Zumba dance.

Our goal for choosing fruit jus, salad fruit and mini gymnasium as our business plan because this business have are bright future in the market because nowadays to many people like to eat fruit, than the price of the fruit is more cheap where it's will gain more profit. Other than that it's also suitable to combine the fruit and the mini gymnasium and the Zumba dance because it's help people to realise tension while eating the healthy fruit. We also only use the local fruit because the local fruit easy to buy with the local seller than the local fruit also high with vitamin. Other than that we also want to promote the local fruit to the foreign. Our target for this business is for adult, kids and the old people no matter the local people or the foreign.

In the view of business there are no special things with this business but the profit that will gain from this business is really interesting and this business easy to handle and also the future of this business is bright because people always seek a good product and service.