



UNIVERSITI TEKNOLOGI MARA (UITM)

ENT 300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
BANANANA BIZ

PREPARED BY

ARFAIZUL BIN AWANG DJAIS	2011403624
MUNIRA SAERA Z.A	2011855878
NAZRUNIZA SUHAIMIN	2011495452
NOOR HANA A. JALIL	2011881358

PREPARED FOR
CYRIL SUPIAN

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In making process, we learnt something about how as a common person in this world can be entrepreneur by looking up the opportunities, learning skills and be creative. We gladly like to say that the objectives of this course are success. I am the General Manager, with pleasure would like to invite any parties to discover why we bring this business plan, why we choose Bananana Biz and so on. Hopefully, this business plan could be one of the item in market world.

1.0 BACKGROUND OF THE COMPANY

1.1 INTRODUCTION

Banana is common in Sabahan communities, most popular banana in Sabah is 'pisang Sabah'. This kind of banana have its own commercial value. Easy distribution of this raw material make Sabahan communities to create product based on this kind of famous banana. It's banana chip. Normally, people looking for banana chip as a daily snacks, souvenirs and so on. It comes with 3 basic flavour such as sweet and salty. Time to time, there is no innovation made. All producer of banana chip in Sabah refer to the traditional flavour. However, demand of this banana still maintained because this banana is delicious. It could be fried banana, fibre sources and raw material for cakes such as banana cakes.

Hence, ideas of transforming mode of production and add some new flavour become unbelievable innovation. Our team comes with theory "one plus one". Where, we combining two things people like and transform it become one kind of product in snacks line-product in world's market. In fact, banana chip is basic ingredient but the flavor of banana chip is various. For example chocolate flavour, strawberry flavour and delicious cheese flavour.

To become introducer for this kind of innovation is one of our goals. Where, we will bring various flavour of banana chips. Hence, the demand would increase and could be commercialize into world's market level.

Hence, as starter we have projection in administration, marketing, operation and financial to ensure our innovation is bring innovator factor in banana chip market. This planning will realise our dream to create new line-product in market. We start to establish this company by looking up opportunities, chance and knowledge to construct our dream become realistic.