



UNIVERSITI TEKNOLOGI MARA (UiTM)
SABAH

ENT300
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
BANANA DIARY ENTERPRISE

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JULY 2013

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EXECUTIVE SUMMARY.

The name of our company is Banana Diary Enterprise. Our company business provides banana's dessert and various types of drinks to the customers. The nature of our business is partnership.

Our main office is located at Kota Kinabalu, Sabah. We expect to start up our business on first January 2014. With the reference from Ministry of Statistics of Malaysia there is **452,058** peoples live in Kota Kinabalu, Sabah. So, we are taking this opportunity to start a business related to tourism management.

We are prospecting to increase 5% sales of our business on second and third year respectively.

SUBMISSION OF THE BUSINESS PLAN (ENT 300)

As mention above, on behalf of my group, I am Radin Mohamed Ata bin Radin Hashib presented as General Manager of Banana Diary Enterprise, gladly to submit this business proposal to you.

This business plan had been prepare according to the format and the instruction given. Therefore we from the Banana Diary Enterprise would like to submit this business plan which includes the administration plan, marketing plan, operational plan and financial plan.

We hope this business plan can be useful and could be practice effectively in the near future.

Any advices or comments regarding our business plan will be highly appreciated.

ACKNOWLEDGEMENT

First of all we would like to say this grateful to ALLAH S.W.T as giving us chance to prepare this business plan till the end. Our group has facing several of obstacles and challenges during completing this business plan but we all manage to face it.

We would like also to thanks to our lecturer, Sir Cyril Supain because give this opportunity to us to complete this assignment and guide us through the completion of this assignment. His ideas, general knowledge and many more that have been given to us have been use by us to do this assignment.

Special thanks also that we all would like to dedicate to our families, friends and others that have been give us support to complete this assignment. By gathering all the knowledge that we have learn in entrepreneurship we hope that we will pursue this business in the future. We hope that by doing this business plan, we are able to understand more on how does a business work and we are looking forward to make this business becomes reality