



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَآرَا  
**UNIVERSITI  
TEKNOLOGI  
MARA**

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**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**BUSINESS PLAN**

**SUNSET FRESHY**

**PREPARED BY**

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## EXECUTIVE SUMMARY

Sunset Freshy is about a business that sells fruit and beverages. Our business is located at First beach, Jalan Mat Salleh, Tanjung Aru 88100 Kota Kinabalu, Sabah. This place is closest to the heart of the locals because of the view.

There are many restaurants everywhere, Sunset Freshy very emphasize to their customers. Through unheralded users' attention, Sunset Freshy will slowly but surely gain market share as it provide fruits and drinks that never been made before. Nowadays, people from different background especially teenager love to find and try new foods and drinks produced.

Next we surely believe that our team will create long-term relationship with customers as our main priority is the satisfaction from customers. Moreover, we believe that we will successfully compete with our competitors in a few years ahead. This is because nowadays many people love to take pictures so the news things will make them to take it as memory and will share it to the others. Nice place, good location and have beautiful scenery will make the customers love our product while they can enjoy the view.

Our company, Sunset Freshy, has seen the opportunity that this business has the potential of success provided that it is handled efficiently. People have always needed new things regarding to technological developments that made all people all around the world want to try new things.