

LETTER OF SUBMISSION

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FUNDAMENTAL OF ENTREPRENEURSHIP

ETR 300

· ANEKA PISANG CAFÉ

PREPARED BY:

SUBMISSION

Referring to

Manager of A

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02. On Behalf

In the process

complete my business plan as planned.

03. Hopefully this business plan can be a guide for others who would want to venture in

the business world.

Thank You,

Yours Sincerely,

(BARBARA JOYCE KENNEDY)

General Manager of Aneka Pisang Café

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ACKNOWLEDGEMENT

I am Barbara Joyce Kennedy, as the General Manager of Aneka Pisang Café would like to thank God for the blessings and letting us to complete this business plan smoothly and successfully. I would like to congratulate and express my gratitude to all my partners for successfully completing this business plan as well. We have been through thick and thin in order to complete this business plan.

The partners are:

Sharrina Suhatsah	Administration Manager
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Norhazisah Mursid	Operational Manager
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Besides that, we would like to thank our ETR300 lecturer, Mr Franklin Hazley Lai for assisting us throughout the semester. Without his guidance, the process of making this plan would be a lot harder than it already is.

For those names that have not been mentioned that had been involved whether directly nor indirectly, we are sorry. However, your help have been greatly appreciated.

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1.0 INTRODUCTION

Food and beverages has been one of the most popular types of business and it will always have customers for sales. We created this business proposal of “Aneka Pisang” based on this fact and we wished to be one of the members of entrepreneurs that engaged in this line of business.

Small and Medium Industry in Malaysia is one of the main contributor for domestic economic growth. This is a fact that led to government policy of having Small and Medium Industry as one of the main focus in revitalizing and boost up domestic trade. As we all know, the government itself has been helping the community of entrepreneurs to set up business and we want to seize this opportunity to create a local brand of café that will be known across the region.

To achieve this objective, “Aneka Pisang” emphasizes on the use of banana as the main theme for our products ingredients along with strategic marketing plan and cost-effective operational plan. We believed in the potential of local fruits and plants to be used and served in diversified ways. This prompted us to come up with this business proposal as this will also help farmers and planters in terms of trade.

In this fast changing environment of business world, we also noted that strategic partnership with other entrepreneurs to promote a new, unique product can help to establish that product in the market faster than introducing it alone. So if other entrepreneurs are willing to accept our brand as their business there will be no problem to let them use Aneka Pisang as this will only help to increase credentials and value of our business brand. Thus, this will also help to strengthen our position as a leading newcomer in this industry.