



**UNIVERSITI TEKNOLOGI MARA  
SABAH CAMPUS**

**FUNDAMENTAL OF ENTREPRENEURSHIP  
(ETR 300)**

**BRO PUFF**

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## EXECUTIVE SUMMARY

The business that we would like to propose is Fruit Puff. The taste and nutrients of our Fruit Puff differentiate it from other food product. Our product is a new product in Sabah and will be the first in Sabah. Since we are the only business entity selling Fruit Puff we will be able to attract new customers that wanted a new and different type of product. Since the product is still new in the market, we are relying on our intensive and aggressive market summary.

We believe that we will be able to gain market share in the food industry in Sabah. We hope that we able to foster healthy lifestyle amongst Malaysian. The competition between well-established brands with our new brand will be able to give us the necessary experience in surviving in the business industry. Hopefully we are able to promote our product to all Malaysian.

## INDUSTRY VIEW

The food industry (pastry) provides opportunities to growth. Since foods are necessities people had to spend their money to buy these kinds of needs. In Sabah, food industry is focused at highly populated area, for example in Kota Kinabalu, Tawau and Sandakan. The population in Sabah is increasing years by years, thus, the demand for food will also directly increased, in order to satisfy these demand many new food product emerged to provide adequate supply of food. So we as a new business entity believe that this industry will give us opportunity to expand and growth.

We as a business which sell pastry-based product will sell our product at a developing area which is at Penampang. The competitions in the area are not tense since the amounts of competitors are less compare in Kota Kinabalu. We can get supply for our raw materials to produce our product from supermarket such as Servay hypermarket and Giant Superstore.

## 1.0 INTRODUCTION

In Malaysia there are various types of food product and this industry play a crucial role in Malaysia's economy. As for Sabah local food is still trying to compete with foreign food which already had an established reputation and customers. Customers are still demanding for more variation of food. My partner and I decided to enter this market to fulfil those need, we decided to commence our business in 1<sup>st</sup> November of 2012. Our partnership consist of Don Gem Divily as General Manager, Subadron Salbado as Administration Manager, Elbert Esteban as Operational Manager, Mejer Muis as Marketing Manager and Arthur Roy Dulis as Financial Manager.

We proposed to start our business on 1<sup>st</sup> January 2013; we will focus on selling our product which is "Fruit puff", with three introduction flavour which is pineapple, banana and strawberry. Our target markets are students and government servants, so in order for our customers to get our product, we decided to open a shop at Megalong shopping mall as and our office at the same premise.

### 1.1 PURPOSE

1. Opportunity for entrepreneur to assess the business venture objective, critically and practically.
2. To study and evaluate the feasibility of the business.
3. To convince venture capitalist, investors and bankers in order to raise capital and obtain loan for the venture.
4. As a guideline for day-to-day management of the business.