



اَوْنِيُوْ سِيْتِي تِي كُوْلُوْ كِيْن مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS MANAGEMENT**

**DIPLOMA IN COMPUTER SCIENCE (CS110)**

**CS1104A**

**FUNDAMENTALS OF ENTREPRENUERSHIP**

**ENT 300**

**FRUITILICIOUS**

**FRUITS**

**PREPARED FOR:**

**MADAM ROZIEANA BIN KHALID@A.HALID**

**PREPARED BY:**

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## LETTER OF SUBMISSION

Diploma in Computer Science (CS110)  
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10 JULY 2020

Madam Rozieana Bin Khalid@A.Halid  
Lecturer of Fundamentals of Entrepreneurship (ENT300)  
Faculty of Business Management  
Universiti Teknologi MARA Cawangan Pahang  
26400 Pahang

Madam,

### **Submission of the Business Plan (ENT 300)**

Attach is the business plan title "**FRUITILICIOUS - FRUITS**" to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

.....  
AZRI FAIZ BIN SHARUDIN  
General Manager

## ACKNOWLEDGEMENT

Assalamualaikum, first of all I grateful to Allah S.W.T for the completion of this Business Plan which is one of the requirement to be accomplish in the course work assessment of ENT300. I very indebted to my lecturer Madam Rozieana Bin Khalid@A.Halid who give help me and give knowledge to guide me to complete this task.

Next, I want to thank you to my friends who guide me in completing this assignment. There are some problems occurred while doing this assignment, but I solved this problems properly. Some of the problems, my friends also assist me to deal the problems.

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## EXECUTIVE SUMMARY

FRUITILICIOUS Trading with tagline “Sweet, Healthy and smile” is a new company that was established on 15 July 2020 and located at Ayer 8, Putrajaya. It is a strategic location to operate our business since it located near to people’s house. We named this company “FRUITILICIOUS” because we sell many types of fruit such as banana, apple, *Durian*, and so on.

This business is based on sole proprietorship because I establish this company and hired other people to work at the company. The important person that I hired very important to company such as administration manager, operation manager, marketing manager, and financial manager. The business capital is amounted to RM 52,972.

This business is selling the fresh and healthy druit to the customer. It fresh plucked from the farm. This target market is for everyone where people can buy the fruit wherever they like. We do not have specified people since everyone can come and buy the fruit from our store.

For the future plan, we expected our business will be more growth and gain the profit. We will add more fruit if there are any feedbacks from the customer.