



SABAH CAMPUS

ETR 300
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
QUICKILICIOUS ENTERPRISE

DIPLOMA IN PUBLIC ADMIN
AM110 (PLK)

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D. EXECUTIVE SUMMARY

Food is one of the most vital needs for people. It requires healthy and good quality for one to sustain healthy and productive life. As for the most important meal is breakfast for it considered as the starting for the day.

Quickilicious Enterprise is a company which not only sell healthy which is balance diet foods and beverages but also affordable to everyone. The nature of our business is based on preparing the foods and beverages and selling to the targeted customers. Where the raw material will be obtained from Market or Supplier.

Customer

Quickilicious Enterprise will focus at UiTM campus Menggatal. Life as a student is packed with their routines such as classes, assignments and other activities. Also not forgetting lecturers and the UiTM's staff with their lectures, meeting and their multiple tasks. However, one should not skip their meals even though how busy they all are. Realizing the significance of this fact, we are aiming to establish a kiosk based on food and beverages trading at this campus.



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1.0 INTRODUCTION

1.1 Name of Company

Our joint venture business name is Quikilicious Enterprise.

1.2 Nature of Business

Quickilicious is a partnership joint venture base, which is a food kiosk businesses that focuses on supplying, providing and delivering foods and beverages to all the students, lecturers at UiTM Menggatal and as well as people who working at the campus.

We are very confident that this business will benefit not only to us but also to our customer who are the students, lecturers and the staffs inside the campus.

1.3 Location of business

Quickilicious Enterprise operational place will be located at Lot No.6/4b, Lorong Bukit Sepanggar, Taman Bukit Sepanggar, Menggatal, Sabah, which is considered as the nearer place with UiTM campus. We chose this location because of the strategic location which provided most of facilities such as electricity, water supply and easy to access because of it located at the centre of all the campuses. Moreover, it is easy to get the raw material.