



Universiti Teknologi MARA (UiTM) Sabah

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**FUNDAMENTAL OF ENTREPRENEURSHIP
ETR 300**

BUSINESS PLAN

Tapioca Plate

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1.0 Executive summary

In this modern era, more and more people are starting to be health conscious.

We, **Tapioca ware**, not only strive in giving our customer a healthier solution, we also work in order to give something back to mother nature by manufacturing environmentally friendly product.

Guided with the vision; to expand our business while at the same time trying to promote environmental friendly disposable plate, our company which consist of people with passions in what we do has come together in order to make our dream a reality.

The target markets of our product are mainly for those who would like a cleaner alternative for disposable plates in short, people who like to be healthy. We also aim on restaurants for our products.

It came to our knowledge that our competitors are well established and has the foundation and strong foothold in the business of providing disposable plates, after all what is business without competitions? We differentiated ourselves with our competitors by proving a healthier product and that is easier to dispose of. We definitely put our customers' health and the environment first while making profit at the same time. We also give the best in terms of product quality in order to satisfy our customers