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Sabah

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**FUNDAMENTALS OF ENTREPRENEURSHIP  
(ETR 300)**

**“BAYU VIRGIN COCONUT OIL”**

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## 1 EXECUTIVE SUMMARY

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## 1.1 EXECUTIVE SUMMARY

Presently, we can see that many businesses operated here and there in Malaysia especially Sabah itself. Some of them were very successful and some of them were not very good in their business. All of these depends on the entrepreneur itself whether they can manage and control their businesses properly or not. Usually, the main purpose of entrepreneurs open a business is to get maximum profit.

After considering of the economic circumstances and services that exist in Kota Kinabalu, Sabah, our group choose to involve in service industries. We named our business as Bayu Virgin Coconut Oil. We involve in the activity of selling health products at Kota Kinabalu as at present, the citizen are more aware on their health condition. This obviously shows that it can create good opportunity to gain profit and indirectly contribute to the economic development of our country. We also have come to a conclusion to set-up our Bayu Virgin Coconut Oil premise at Asia City, Kota Kinabalu.

In our point of view, the target markets in our business are teenagers and adults around Kota Kinabalu. Other than that, our target market is also the resident of Kota Kinabalu and other nearby residents such as Putatan and Penampang.