



FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)
BUSINESS PLAN



HEALT'SIPS

HEALTHY FRUIT-BASED BEVERAGES

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EXECUTIVE SUMMARY

HEALT'SIPS is a small beverage business which offers healthy and refreshing drinks made from local fruits. The purpose of the establishment of this business was to promote a healthier lifestyle among students and local community while supports local fruits suppliers. HEALT'SIPS aims to provide natural and nutritious drinks without any artificial colouring, preservatives or even excessive sugar compared to other sugary beverages.

The main products that were offered by HEALT'SIPS includes a variety of fruit-based drinks such as Mangosteen, Java Apple, Mangoes and Dragon Fruit. These products was made sure to be affordable, fresh and suitable for daily consumption among students and local residents. Our target market primarily are students, adults and individuals who are looking convenient yet healthy drink options. By offering a better yet competitive price, HEALT'SIPS ensures that these healthy drinks will always remain accessible especially for students.

Other than that, HEALT'SIPS also operates with a simple business modal that prioritize customer satisfaction, quality of product and hygiene. The provided local fruits were carefully selected daily in order to ensure the freshness and nutritional value and follows the food safety standards ensuring customer satisfaction. This business plans to operate through direct selling at the ground floor of 1Borneo Hypermall. This strategic location was chosen as it has strong visibility towards students and shoppers within the mall.

Furthermore, the marketing strategy of HEALT'SIPS focuses spreading good impression by maintaining the quality of the product, through distribution of flyers in certain area, social media promotion and also good and attractive packaging design in order to be recognized and attract more customers into buying the products. By highlighting the health benefits of local fruits and supporting local suppliers, HEALT'SIPS aims to create a positive and trustworthy brand images.

Financially, HEALT'SIPS requires a moderate and manageable startup cost which is appropriate for a small-scale business operating in a shopping mall environment. The cost mainly covers the equipment, initial inventory, rental, and basic operating expenses. The business is expected to achieve stable cash flow and business growth with effective cost control and steady sales.

To summarize, HEALT'SIPS has a high potential to grow as a sustainable and profitable business while it contributes positively to consumer health and the local community.

CHAPTER 3: ADMINISTRATION PLAN

Administration plan shows businesses will be managed and operated in order to achieve vision, mission and objective in a business. An organizational structure should be prepared in every organization to make it easier to moderate and oversee all of the operations that includes finances, inventory and all the decision-making. Therefore, administrative is very important for each organization in order to maintain high performance to strengthen and support the growth of our business.

Our healthy fruit-drink business is managed by four managers under a supervision of a general manager. This administration outlines the specific duties and responsibilities of each manager in the organization. Furthermore, this administration is committed to ensure all employee will be offered rewards and benefits for their hard work. This plan also includes details on remuneration, administrative expenses and the overall budget of the business

VISION

- Aims to produce healthy drinks products that provide benefits to customers while opening opportunities to grow and enhance the business image at the national and regional levels.

MISSION

- To ensure that the business has strategic, efficient business and marketing management
- To provide fresh beverages made from high quality ingredients
- To attract customers, increase sells and expand the business
- To maximize business profits through continuous improvement and good management

OBJECTIVE

- To enhance the business image of HEALT'SIPS through effective marketing
- To provide customer satisfaction by meeting customer taste and preferences
- To innovate by creating or improving products
- To build a team that works together, responsible, committed and disciplined in managing HEALT'SIPS
- To promote products using social media platforms such as TikTok, Facebook, WhatsApp, Instagram and others