

UNIVERSITI TEKNOLOGI MARA

ENT300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

FROZEN CHOCO FRUITS

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We believe that this business can go further in the future with the help of other people that involved in making this business come true. By implemeting as an entreprenuer mind, we can see the opportunity in this business and identify the main characteristics needed in order to become a successful entreprenuer. We hope that by doing this business plan we able to understand how to do business work and we looking forward to make this business become reality.

Sincerely,

FOZEN CHOCO FRUITS

1.0 INTRODUCTION

The name of our company is Frozen Choco Fruits because of the variety fruits of cocktail that involved in our Frozen Choco. We provide with a colourful fruits and variety taste of fruit inside our Choco to produce something new in our Frozen Fruits mix Choco. Our company business will provide many types of Frozen Choco Fruits that have unique every each of fruits such as we mix with the chocolate Nutella and sometimes our Frozen Fruits also can we change with other fruits such as laici, rambutan, durian and so forth.

Whereby the nature of Frozen Choco Fruits is producing delicious, nutrition and variety taste of our Frozen Choco in cafe not only the main product but also have many types of Frozen and fruits that our cafe have for example rambutan frozen, laici frozen, durian frozen and other.

Our cafe would like to fulfill people craving for a delicious the main product Frozen Choco at our restaurant. That will surely make the customer to come and buy some more truly memorable taste of Frozen Choco especially thestudent from University Teknologi Mara, Politeknik and Universiti Malaysia Sabah and the people who have house at Taman Indah Permai.

Our cafe restaurant will be the first restaurant in Kota Kinabalu that specialize in producing the unique Frozen Choco Fruits that do not have before at Kota Kinabalu only at Frozen Choco Fruits the customer can get this kind of product. Therefore, this situation gives opportunity for us to become the first, the best and the highest demand for avocado, mango, pineapple and banana also.