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MARA

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FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

BUSINESS NAME :

MIRACLE HOLDINGS

PRODUCT NAME :

PROBIOTICS STRAW

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Along the way, we encountered several problems but we manage to rectify those problems through superb teamwork and great communication skills among our group members. At the end, these problems taught us to become more organize and mature in dealing with problems that occur during our research. This business plan covers organization, marketing, operation, financial, and training plan and any other information needed by a new entrepreneur as a guide to start this business.

Finally, to those who had involved and contributed directly or indirectly to this business plan, we are very grateful to them for the effort and initiative that they have shown in our project until we successfully completed our business plan. I apologize to all other unnamed person who helped us in various ways to complete this project and we hope this business plan report can give us a little bit of knowledge about the Entrepreneurship world and could be a stepping stone for us if we decided to become an entrepreneur inn the future.

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PARTNERSHIP AGREEMENT

Our company that is Miracle Holdings is one of many company that provides good and services to our beloved customer in order to ensure our customer's health in a good condition. We basically produce and selling the brand new straw that is Anti-Diabetic Straw. Our company located at No 39, Jalan Serangkai 4, Taman Bukit Dahlia, Pasir Gudang, Johor, Malaysia. You can contact us by email or visit our website to know more about our product and services. Our email is miraclestraw@gmail.com and our website is www.Miraclestraw.com. If you want to call, you may do so, this is our company telephone and fax number. Telephone number: 072589786 fax number: 072589785.

This Anti-Diabetic Straw is specially made to reduce the glucose intake in your drinks. Our main target market is to any user that have diabetic disease. This anti-diabetic straw is useable by all ages not only to person whom have diabetic disease. My team and I also using this straw to maintain our sugar intake level so that we can be healthier and prevent dangerous illness. This is our new brand probiotic straw and can be widely used by anyone.

My company had to do some loan with bank in order to operate this business at first. After getting the positive cash flow, we will settle down the loan. My company have a unique partnership where all of our company's member will get the same profit equally. As our company is a new company, we do not have any customer yet but we can ensure that we will have our own target market and customer as we lunch our product later.

This anti-diabetic straw contains multistrain probiotic that remains intact that helps lesser sugary content and removing excessive waste in our body, where optimum absorption occurs when reaches the intestines. It is a strain formula with high CFU (Colony Forming Unit) for excellent broad spectrum support. It also contains the prebiotic, Inulin, which supports the growth of beneficial bacteria, especially Bifidobacteria and Lactobacili. This straw also is flexible and anti-rust which extend its life span and potency of the contents.

1. Introduction

1.1. Name of the Business

Our company's name is Miracle Holdings. We use the name 'Miracle Holdings' as our company's name because we want to make some miracle in the health & medical industry in Johor especially in Malaysia. We have our own factory at a shop lot which we rent.

1.2. Nature of Business

Our main activity is manufacturing Anti-Diabetic Straw. This product main function is to help people especially diabetic patient to control their sugary level in their bodies.

1.3. Industry Profile : MIRACLE HOLDINGS

1.4. Location of the business

The premise is located at Jalan Serangkai 4, Taman Bukit Dahlia, Johor. The chosen location can be considered as strategic since it is located at a new industrial area in Pasir Gudang. It is also near to KIP Mart which can attract many people to pass by our place.

1.5. Date of business commencement

We have registered our company on 20 November 2018. Our business start to move on 1 Janury 2019 and this date are the same as our company date of commencement.

1.6. Factor in selecting the proposed business : Decrease the risks level of diabetic people especially in Malaysia.