



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING
DIPLOMA IN BUILDING (AP 116)**

**FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300**



COMPANY NAME: HEALTHY.CO

PRODUCT: CHIA SEED

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TABLE OF CONTENTS

	PAGE
EXECUTIVE SUMMARY.....	i
1.0 BUSINESS DESCRIPTION.....	1
1.1 Name of Company.....	1
1.2 Factors in Selecting the Proposed Business.....	1
2.0 COMPANY BACKGROUND.....	1
3.0 COMPANY LOGO/MOTTO.....	2
3.1 Logo Description/Motto.....	2
3.2 Vision.....	2
3.3 Mission.....	2
3.4 Owner Description.....	3
3.5 Product/Service Description.....	4
4.0 ORGANIZATIONAL/ADMINISTRATIVE PLAN.....	5-6
5.0 MARKETING PLAN.....	7-12
6.0 OPERATION PLAN.....	13-14
7.0 FINANCIAL PLAN.....	15-16
CONCLUSION.....	17
REFERENCES.....	18
APPENDICES.....	19-20

EXECUTIVE SUMMARY

Healthy.Co is a sole proprietorship company, which mean everything are done independently from the beginning which is marketing strategy to the last which is financial plan. A slogan for my company is provide a healthy lifestyle in all range and age. The vision for my company is encourage inner health among the public user by consuming my product. With some help from suitable machineries, a good and healthy drink from chia seed can be made easily. At the same time, my company try to give or serve the customer taste the best quality of chia seed drink at the lowest price in Malaysia and also overseas.

Malaysia as a growing fast country and also full of people who are so busy and rushing like students and working people. Most of them did not have much time to get healthy and nutritious food or drink for their life so I believe that my product which is easy to carry can be a solution among the busy people to get their healthy drink.

There are one company that already made a product like my company but they are a company from other country. Their product call Basil Chia Seed Drink. So, they are one and only my competitor and also be a source of motivation for all of Healthy.Co team to keep serving people a healthy drink from chia seed.

Based on the size of our market area, our sales target for the first year is RM 343,000.00. Then we project growth rate of 5 % per year for the first four years. We have 3 team in the company which are marketing, operation, financial and human resources. These team will make sure all thing go well in their department and try to give the best service in their job scope.

1.0 BUSINESS DESCRIPTIONS

1.1 Name of the company

My company name is Healthy.Co. The reason why I choose the name is because my company produce a healthcare product. To be specific, I produced a healthy drink which based on Chia Seed. So, I prefer to choose a name that can show the people my product is a healthy product.

1.2 Factors in selecting the proposed business

I choose chia seed because despite their tiny size, chia seeds are one of the most nutritious foods on the plant. This is because they are loaded with fiber, protein, omega-3 fatty acids and various micronutrients. Not only that, chia seeds also high in antioxidants that help protect the delicate fats in the seeds. I choose chia seed to be my main ingredients is because chia seed has a lot of benefit especially related to health problem.

2.0 COMPANY BACKGROUND

Name of the Company	Healthy.Co
Business Address	No,12, Lorong Plumbum 1b, Taman Perindustrian Bukit Raja Selatan, 40000, Shah Alam, Selangor.
Website/e-mail Address	Healthy.co.com.my
Telephone Number	6013-5056206
Form of Business	Sole Proprietorship
Main Activities	Produce convenience product
Date of Commencement	1 January 2021
Date Of Registration	1 December 2020
Name of Bank	Maybank
Bank Account Number	162059046207