

ACKNOWLEDGEMENT

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EXECUTIVE SUMMARY

Vision: To be the unmatched leader in providing health drinks to reduce diabetes patients and overall improving the health of our consumers.

Company Background: The name we picked for our business is “*Genki Enterprise*”. First of all, “*genki*” is a Japanese word that means good health and high vigor. Furthermore, Japanese also known for living very long due to their healthy lifestyle and this solidifies our choose of business’ name even more so.

Products: Our product’s name is ‘*Flablet Soluble*’ upon agreement from all parties involved. “*Flablet*” actually comes from the combination of two words; flavored tablet. From the name of the product itself, consumers can easily know that our product is a tablet that can be dissolved in the water.

Financial Projections:

	Year 1	Year 2	Year 3
Profit (RM)	2,914,638	2,719,978	3,244,832

Operational: We expected to produce 65, 370 units of product per month. Total operation cost for the operational is RM85, 882,187.36. Cost to produce one unit of the flablet souluble tent is RM1.31.

Industry: Food and beverages

Number of Employees: 19

Financing Source: We get financing source from bank loan amounting to RM151,592 and contribution from the partners amounting to RM46,025.

Use of Funds: We use the funds from the loan and partners’ contribution to support our first production expenses due to the lack of capitals on our side. We also planned to use the money for the purpose of product development.

4.2 Description of Products

Table 4.2.1 Product description

Product	Description
Features	<ul style="list-style-type: none"> • Shape: Round tablet • Flavor: Banana and Mango, Kiwi and Guava, Green Apple and Lemon, Strawberry and Pomegranates, Orange and Pomelo. • Packaging: Cylinder Tube • Color: Yellow, Pink, Green, Purple, Orange.
Materials	<ul style="list-style-type: none"> • Extract fruit from banana, mango, kiwi, guava, green apple, lemon, strawberry, pomegranates, orange, and pomelo, and stevia.
Benefits	<ul style="list-style-type: none"> • Contain vitamin A and aids the digestive process that contain in flavor orange and pomelo. • Loss weights stop stroke and lower cholesterol that contain in green apple and lemon flavor. • Prevents cancer, boosts immune system, and give instant surge of energy that contain in banana and mango flavor. • Boost immune system, rich fiber, contain vitamin C and rich in antioxidants that contain in strawberry and pomegranate flavor. • Contain vitamin C & E, protect DNA damage, good for skin and prevents cancer that contain in kiwi and guava flavor.