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Thank you very much to Allah S.W.T for giving us this opportunity to complete this Business Plan as one of the things we need to do in evaluating course work for ENT300 code.

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Through this, we have become more organized and mature in addressing issues that have arisen during our research. This business plan includes organizational plans, marketing, operations, finance and training as well as other information needed by new entrepreneurs as a guide to starting a business.

Finally, to the ~~to the~~ involved and directly or indirectly contributing to this business plan, we are very grateful to them for the efforts and initiative that they have put into our project until we have successfully completed our business plan. I apologize to all the other anonymous referees who helped us with this project and hope this business plan report gives us some insight into the Entrepreneurial world and facts about becoming entrepreneurs in the future.

EXECUTIVE SUMMARY

PINEAPPLECIOUS Sdn. Bhd. Is a company that makes pineapple chips and comes with a new aura of added flavours like spices and cheese.

Our customers are retailers and super markets because we know customers will be more interested in buying them when it comes to super markets and retailers. PINEAPPLECIOUS Sdn. Bhd is introducing pineapple chips that have been added with flavours to make it more popular.

Across Johor especially PINEAPPLECIOUS Sdn. Bhd's excitement has seen a boom in growth this year. Johor is a major area of pineapple farms, so the demand for pineapple chips has grown around the world. Although there are some businesses like ours in Johor but we only have delivery services and online businesses.

PINEAPPLECIOUS Sdn Bhd's marketing strategy is to emphasize the quality and price of our products and services. We offer reasonable prices. Management PINEAPPLECIOUS Sdn. Bhd. It is made up of four key workers: Aina Nadhirah, Wan Muhammad Fakhri, Muhammad Amirul Amin and Muhammad Fuad. Our employees have extensive experience in finance business, sales and accounting. These four partners will assume joint responsibility as different partners' duties and portfolios.

We already have a commitment of services and products planning to aggressively recruit our brands through newspapers, advertising and signage. This pineapple chips will be widely known and loved by the public.

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