



**KING
COCO**



KING
KING COCO. LTD
COCO
"COCONUT MILK EXTRUDER"

FACULTY OF MECHANICAL ENGINEERING
(PART 5)

SINCE 2010

PREPARED BY

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|----|-----------------------------------|------------|
| 1. | IDLAN AIDID BIN MOHD AIZUDDIN | 2017220966 |
| 2. | MUHAMMAD AMIRUL BIN MUHAMAD PAUZI | 2017220878 |
| 3. | MUHAMMAD HADI BIN SABARUDDIN | 2017228284 |
| 4. | MUHAMMAD ANAQI BIN SAHARUDDIN | 2017253894 |

PREPARED FOR

EN. AHMAD NUR MISUARI BIN IBRAHIM

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Alhamdulillah we are most grateful to Allah S.W.T for the completion of this Business Plan as one of the requirement that need to be accomplish in the course work assessment for the code ENT300.

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Through these problems we manage to become more organize and mature in dealing with the problems that occur during his 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.

Lastly, 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 complete our business plan. I apologize to all other unnamed person who helped us various ways to complete this project and we hope this business plan report can give us little bit knowledge about Entrepreneurship world and fact about how to become an entrepreneur in future.

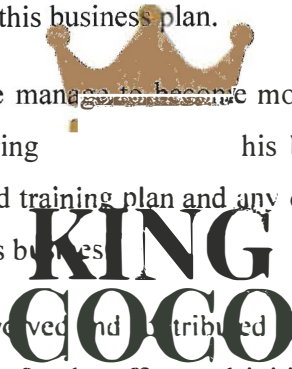


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UNIVERSITY OF THE SOUTH PACIFIC

EXECUTIVE SUMMARY

King Coco. LTD offers coconut milk extruder products and services for customers, providing the milk of the coconut high satisfaction of consumer.

Our client is customers identifying as middle and low class who want consume product with affordable price of product.

Across Johor and Johor Bahru particularly the King Coco. LTD business has seen an explosion of growth over the year. Johor Bahru is an area that we think the most suitable place to run our business. While coconut milk is important in our daily life, only our company providing the coconut milk extruder machine to make the customer easier way to make coconut milk.

King Coco. LTD marketing strategy is to emphasize the quality and price of our products and services. We offer the affordable price because many people in Johor Bahru very low income and poor family. Thus, we develop marketing strategy that gives attraction to come our shop especially poor people.

The management King Coco. LTD consists of 4 lead workers which is Idlan Aidid, Amirul Pauzi, Hadi Sabaruddin and Anaqi Saha. Our workers have extensive experience in finance, businesses, sales and accounting. This four partners will be take role responsibilities together instead different duties and portfolio of partners.

Already we have service and products commitments plan to aggressively build our brand through newspaper, ads and signboard. This loving coconut milk extruder shop King Coco. LTD will provide is sure to appeal to customers throughout the Johor especially Johor Bahru area.