



**UNIVERSITI TEKNOLOGI MARA**

**FUNDAMENTALS OF ENTREPRENEURSHIP  
(ENT 300)**

**LOCAROOT**

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**DIPLOMA IN SPORT**

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Kerjasama daripada pihak tuan/puan kami dahului dengan ucapan ribuan terima kasih.

Sekian.

**"BERSATU BERUSAHA BERBAKTI!"**

Yang benar




**WAN FAKHRURRAZI WAN DAHALAN**  
Pegawai Eksekutif  
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## EXECUTIVE SUMMARY

Today, the government and non- government had given the opportunity to all the people to encourage them and step into the business world to prevent the people for losing job and become an entrepreneur. There were also many local entrepreneurs out there to compete and be successful in their own business. By being an entrepreneur, there will be more job opportunities and reduce unemployment.

To begin our business, we had discovered a new recipe that can be selling in the market. This product is random and healthy and can be selling to all people from young to old ages. Our new recipes are call CARROT where we can use carrot as the based for our foods and drinks. We had created carrot juice, mix with ice – cream soda soft drink, fritter that mix together with carrot, carrot sushi as we roll the carrot with chicken loaf and carrot meat.

We hope that our business will expand to another location, be more lasting and have a good income and also kept growth from year-to-year, to be an example of successful entrepreneur and can be inspiration for other entrepreneur and young people.



LOCA-ROOT

## PURPOSE

- To identify the opportunities to expand the newly opened business
  - In order to sustain and succeed in this food and beverages business, our company needs to identify every opportunity and risk because our CARROT's product is new in the market.
- Innovation
  - Innovated new menu of foods and beverages to customer.
- Affordable
  - The product affordable for anyone to buy.

## VISION

- To be a leading carrot based products company in Borneo.



## MISSION

- To introduce new food and beverages product to the customer
- To provide delicious yet affordable price.

**LOCA-ROOT**

## OBJECTIVE

- To be a competitive company within the food industry
- To make a new restaurant food that is unique in Borneo
- To gain customers satisfaction towards our product
- To provide variety of foods and beverages based on carrots