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1.0 INTRODUCTION

The product's name that we have chosen is Eau de Natural Detox Water because we use mostly natural products for our main products. The meaning of Eau de is from French for "water of", thus, with our company's name, "water of natural". Our products name is Detox Water, or for its other known name, infused water.

We chose to sell infused water because there are no reported companies are selling infused water in Sabah yet, thus, wide opportunities for our business to strive. We also see the opportunity to provide healthy living lifestyle for career driven people and health enthusiasts. We also provide products delivery for our customers.

The place for our business at Level 3, 1Borneo Hypermall, near a gym. The place is suitable as it is near a gym that is always full of health enthusiasts. Our products can provide infused water and also energy snacks so that gym participants will be able to continue their healthy living lifestyle.

Our products consists of infused water and energy snacks. Our infused water consists of 6 types of flavours that the customers can chose for themselves. Our food consists of variation of energy snacks such as fruit yogurt in a cone, congo bars and whole wheat cookies with peanut butter. The energy snacks are in low calories, thus, are very healthy for our customers.

1.2 PURPOSE

This business proposal is prepared for several purposes:

- To act as a guideline for a better and structured Eau de Natural company.
- To fully utilize all the assets therefore maximizing the profits of the company.
- To purchase assets like bottles, fruits, furniture and fitting, advertising and many more from the financing start up

VISION

Introducing and empowering a healthier community locally and globally.

MISSION

- To spread the importance of detoxification
- To share the benefits of detoxification