



اَوْنِبُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
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## FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

### BUSINESS PLAN

#### “HEALTHYUM ENTERPRISE”

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## **EXECUTIVE SUMMARY**

The aim of this business plan was to introduce about the new healthy snacks business named HealthYum which creates chips with healthy ingredient and benefits. HealthYum Enterprise first began plan to profit from our passion and provide others with safe and healthy snacks instead. The HealthYum snack provides chips with various flavour such as baked banana, spicy coconut, apple cinnamon and guava chips. Importantly all these chips are based on natural food ingredient which is originated fruits. This is as an alternative for people who obsessed with snacks but at the same time wanted for healthy lifestyle, so by these new recipes formulation of chips they should not be worry anymore to fulfil their desires and habits in eating snacks. People are very likely eating snacks when they feel stress or took it as meditation to meditate themselves after whole day working. But then, the habits will be affecting their healthiness because of the ingredient that contains too much unnecessary or over quantities ingredient such as sugar, spices, food colouring and etc that might cause of weight gain or kidney problems in future. As new alternative without need to stop their wants and habits, we create this HealthYum chips to prevent from having difficulties afterward of consuming. This chips also created for all ages and gender with various taste that will fill customers taste and it also came out with affordable price that worth with the product quality. Other than that, our target market is for all ages except babies and for both genders, female and male. The location of our business can meet the target marketsince it is a strategic office area and near to resident houses, schools, and university. Moreover, we believe that our business can be successful in the market because of the quality, variety of choices and affordable price. Besides, in the market there is not a lot of variety choices and affordable price of fruit chips, so this is a chance for us to gain profit since there is just a few competitors for healthy snacks. Lastly, HealthYum management team consist of Administrative manager, which is Miss Hidayah, Marketing manager which is Miss Aliya, Operational manager which is Miss Izzati and Financial Manager which is Miss Farah. In conclusion, this business plan is to be a guideline for the business day-to-day management and distribute the business resources more effective

