



FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN REPORT

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EXECUTIVE SUMMARY

NutriDeli Enterprise is a business that based on partnership where it consists of 5 members who play an important role and position in our company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. Our business capital is RM 200, 000 which are the total amount of partnership contribution and bank loan.

NutriDeli Enterprise with the tagline “Kombucha tea defines your good health” is located in Kuala Lumpur area which is the capital city of Malaysia. We have decided to choose that location as it is an attractive spot in an Urban area. For our company, we have targeted customer who are live in urban area as it is easy to attract customer from all income level to buy our product. Besides, the customer who are 3 years old and above and those who are practicing a healthy life style are also our targeted customer.

NutriDeli Enterprise mainly sell nutritious drink that give benefits to our health. Our company’s vision is to become another one of the Bumiputera companies that produce health products that can fulfil the need of customers. In order to accomplish our vision, we will make profit by providing healthy drinks to our customer all around our country. Besides, to ensure that each business partner and employees can operate our business in most efficient way without any loss.

Since we have a lot of competitors from other healthy drink and beverages company such as Yakult, Vitagen and Calpis, we have decided to make some innovation to our product in terms of packaging, flavour and many more. Based on our research, people nowadays are more attractive towards something that colourful and has variety of flavour where they can choose their own favourite flavour. Therefore, we produce variety flavour of kombucha tea to attract our targeted customer. On the other hand, our product packaging have solved the customer’s problem where it can prevent the tea from spilling and also easy to carry everywhere. With the loan that provided by bank, we hope that our business will be one of the most successful business in the future and able to stand firm like other existing business