

UNIVERSITI TEKNOLOGI MARA  
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP  
( ENT 300 )

BUSINESS PLAN PROPOSAL  
COCONUTTO ESSENCE ENTERPRISE

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## **1.0 INTRODUCTION**

Let us introduce our company, Coconutto Essence Enterprise. Our company is majoring in the fields of manufacturing, specifically, in the producing of the product related to coconut such as the Virgin Coconut Oil (VCO) and coconut-based healthcare product.

Coconut as we know is found across much of the tropics, the coconut is known for its great versatility as seen in the many domestic, commercial, and industrial uses of its different parts. Coconuts are part of the daily diet of many people. Its endosperm is known as the edible "meat" of the coconut; when dried it is called copra. The oil and milk derived from it are commonly used in cooking and frying; coconut oil is also widely used in soaps and cosmetics.

The clear liquid coconut water within is a refreshing drink and can be processed to create alcohol. The husks and leaves can be used as material to make a variety of products for furnishing and decorating. It also has cultural and religious significance in many societies that use it.

## **1.1 PURPOSE**

*This business plan of Coconutto Essence Enterprise is mainly about:*

1. To focus on producing high quality Healthcare product derived from virgin coconut oil.
2. To introduces new brand of Healthcare coconut-based product in the market.
3. To open up chances of working opportunity for BUMIPUTERA people in Sabah.
4. As a guideline in making progress in the eventual construction of the company, factory and product altogether.
5. To know the basic plan of the company, its organization and detail of the company first hand.
6. To research about the competitors in making sure that our company can strive to be at par with other competing companies and exceed them in the market.
7. As a fulfillment in ETR300 subject.

## **1.2 EXECUTIVE SUMMARY**

<b>Name of the company</b>	<b>: Coconutto Essence Enterprise</b>
<b>Nature of business</b>	<b>: Manufacturing – Coconut-based healthcare product</b>
<b>Industry profile</b>	<b>: Coconutto Essence Enterprise is a company focused on the manufacturing coconut-based healthcare product specifically virgin coconut oil-based foundation shampoo. It promotes all the benefits a shampoo have as well as the added benefit of VCO. The quality of the shampoo will be like none other and in higher quality. Establish by young entrepreneur in hope to be an example of future entrepreneur that want to involve themselves in the business.</b>
<b>Location of the business</b>	<b>: The main factory will be establish in  Km 25, Off  Telipok, Jalan Tuaran  88450 Kota Kinabalu, Sabah  The target market will consist market stalls, massage and spa centers and pharmacies around Kota Kinabalu areas.</b>
<b>Date of business commencement</b>	<b>: 1 January 2012</b>
<b>Factors of selection</b>	<b>: The growing popularity of Virgin Coconut Oil around Asia and the tropical areas around Sabah makes it easy to buy cheaper raw materials, specifically coconut.</b>
<b>Future prospect of the business</b>	<b>: Popularize the growing demand of product associated associated with VCO and become the exemplary entrepreneurial company in Malaysia, specifically Sabah.</b>