



اَوْنِبُوْرَسِيْتِي تِي كُنُوْ لُو كِي مَارَا
UNIVERSITI
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MARA

ENT300 FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN (BETTER TASTE COMPANY) – 40%

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1 Introduction

1.1 Executive Summary

1. It allowed the entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner. The business plan can show the entrepreneur the potential of the business and it can be a guideline for the business management.
2. The function of a business plan is to convince relevant parties of the investment potential of the project. Business plan provides information related to the operation, administration, marketing, and financial condition of the business. Therefore, the potential investors can get the overall view of the business conducted.
3. The business plan helps the entrepreneur in terms of financial management of the project. This is because the entrepreneur has stated all the cost to operate the business. Therefore, he or she can manage the budget to financing the business.