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DIPLOMA IN BUSINESS MANAGEMENT

(ENT300)
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
YOGY YOGURT COMPANY

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EXECUTIVE SUMMARY

The name of our company is YOGY YOGURT. The details of this company, YOGY is the symbol of our colourful yogurt cake and we want to share our unique recipe cake to public, the taste or flavour of our cake can make you feel happy. In this business, our company focus on healthy to all people.

We located our business at Centre Point , 4 Floor, Lot no P45, Centre Point- Palm Square Kota Kinabalu, Sabah. We choice the location as stated above because from the review that we make, it have the unique and strategic background it is suitable to open new business here.

The prospect of our business is to be the one of attracting business to the local and at same time aiming to international business. This business has high potential to expand in long term business. We expect to start our business on November 2015.

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1.0 INTRODUCTION

Our business name is YOGY YOGURT. We named like this because our main product is yogurt cake. We want to introduce our yogurt cake, the unique of the taste and flavour in Centre Point- Palm Square KK, Sabah and show to people our unique cake yogurt only have in YOGY YOGURT.

This business might get many competitors, but it depends on the management of the business. If these businesses get many competitors, we can still create something more attractive to fulfill the customer demands, needed and also their knowledge. Get competitors is not bad after all, because with many competitors our desire make profit and contribution in economy growth, stronger.

In conclusion, to success in this business we must have stronger relations with public because we want to know their demand and need. Other than that, we also must stable our finance to make more outfits that can eternal our company.



1.1 BUSINESS PLAN PURPOSE

This business plan was prepared by YOGY YOGURT, for the purposes:

- a) To contribute into economy growth of country's economy
- b) To fulfill the requirement of the ENT 300 subject
- c) As a guideline for the entrepreneur to manage and start over the business
- d) To manage financial needed to start the business
- e) To increase number of the local people get involve as an entrepreneur for being involve in this type of business.
- f) To introduce the Yogy Yogurt cake that has a unique taste and flavour.