

UNIVERSITI TEKNOLOGI MARA

ENT300

FUNDAMENTAL OF ENTREPRENUERSHIP

BUSINESS PLAN

Zumo De Frutas

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INTRODUCTION TO INDUSTRY

Our company's name called as "Zumode Frutas" which this words originated from French word and bring the means of "House of Fruits". We take this name for our company with the accordance of our company theme or nature which using fruits as our main core of product. In addition, our company not only use the local fruits but, we also will use the imported fruits as we wants to reach the expectation and satisfaction of customers in term of supplying fruit juices.

Other than that, our company also applying quality practice in the organization. For example, all of our staff will apply the good ethic to customer by speak politely, friendly and efficiently. This is to ensure we can satisfy the customers not only in term of the product but also in term of services that our staff practicing.

There are several factors that made us to make a decision to open up our kiosk which we take the fruit juices as our nature of business. First factor is because we want to gain profits to support our monthly expenses. All of the shareholders agree that by open up this kiosk our profits will be increase since we know food and people are combination that could not be separated, hence if our company provides product according to customers' requirements, their demand of our product will always exist. In addition the location of our business is quite strategic since 1Borneo are known as one of the most popular Hyper mall and many people will come there and all of us sure that we will able to attract people to buy our product which is the fruit juices.

Second factor is because we want to be an agent as people who really concern of our healthy by apply simply healthy technique which just drinks the fruit juices to other people. As we know people nowadays become easy to attracted with the carbonates drinks which contains many dangerous chemicals and sugar. Hence, our company wants to helps other people to realize the importance of taking fruit juices to their healthy especially for those that already diagnosis with diabetes, high blood pressure and obesity. We wants to let them know that they can get a healthy life by apply a simply healthy life which taking the fruit juices.

ORGANIZATION VISION, MISSION AND OBJECTIVES

VISION

To be a reputable fruit juices provider to serve the need of society and to gain high profit. Also to provide good service with quality standards at reasonable or affordable price to the customer can pledge customers' confidence and loyalty.

MISSION

To deliver excellence customer service and get customer loyalty and self – satisfaction of the customers.

OBJECTIVE

- 1) To provide high quality product to customers with reasonable and affordable prices.
- 2) To become one of the competitive business in market level.

PURPOSE OF BUSINESS PLAN

- ✓ To get loan from the bank
- ✓ Easy to understand the business activities
- ✓ Easy to advertise company to other companies

CAPITAL

CONTRIBUTION: RM 115,200.00

*4% (Company Fund): RM 4800.00

| NAME OF PARTNERS | CONTRIBUTION (RM) | PERCENTAGE (%) |
|---------------------------------|-------------------|----------------|
| Veelinda Anatasia Eben | 19,200.00 | 16% |
| Amni Athirah Binti Abdul Mansor | 19,200.00 | 16% |
| Richelle Xaviera Sonny | 19,200.00 | 16% |
| Rochelle Binti Free | 19,200.00 | 16% |
| Nur Hanisah binti Taulani | 19,200.00 | 16% |
| Ryan Vidy | 19,200.00 | 16% |

| TERM LOAN | RM |
|-----------|------------|
| MAYBANK | 100,000.00 |