



UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP
(ETR 300)

“PRESERVED LIMAU KASTURI”
(LIME JUICY ENTERPRISE)



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1.0 INTRODUCTION

1.1 EXECUTIVE SUMMARY

Preserved nowadays is considered as an favorite food in everybody's life. Realizing the significance of the fact, we aim to establish a junk food factory based on food and beverages trading named "Lime Juicy Enterprise". The nature of our business is based on the process and supplies our product to every store around Kota Kinabalu where the ingredient will be obtained from supplier or wholesaler and we will sell it to the target customers.

There is variety of lime in our country, that is limau manis, limau langkat, limau nipis, limau besar and limau kasturi. Local lime usually be eaten and only some use for processing. For example, limau manis and limau langkat are popular used for desert, whenever limau nipis and limau kasturi are used for cooking. Cordial from limau kasturi and limau nipis is very popular and junk food from limau kasturi as halwa also good excepted by the people in our country.

We choose limau kasturi as our product to be commercial because limau kasturi is very known and popular among our society. This product had been operated in west Malaysia but haven't commercialize at east Malaysia. So we take the opportunity to commercial it here (Sabah) and will try to expand our business in all around Malaysia.