



**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**BUSINESS PLAN**

**NAME OF COMPANY:**

**CITRUS X LEMON DETOX**

**PREPARED BY**

**FACULTY : AT- FACULTY OF PLANTATION AND AGROTECHNOLOGY**

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**SEMESTER : 5**

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### **Executive summary**

This business is based on partnership where it consists of four members who hold the important position in the company such as General and Financial Manager, Administration Manager, Marketing Manager and Operational Manager.

Citrus X Lemon Detox is located at 7<sup>th</sup> Mile, Jalan Penrissen, Kota Sentosa, 93250 Kuching, Sarawak. The location is in the middle of the city which is surrounded with mall, restaurant, and residential area. Other than that, location is the most important factor as it helps contributes to the business, helps to generate the profit of the business and reaches the target of the business.

The main business activity is supply the products to the retailers so that retailers will selling the products to the customers through their shops. The reason of why we sell Citrus X Lemon Detox is that we want to introduce the quality of our product that can bring positive effects or give benefits to the customers healthy. Through our products, the customers can maintain their healthy because our products is 100% produce from an organic ingredients.

Lastly, our business vision is to provide a way to encourage people take care of their healthy by consume our detox's products which is 100% produce from an organic ingredients in Malaysia. We expect that our business will become more successful in the future because with the material that we use to produce our product will make profit to our business because we only use high quality of organic ingredients to take care of people healthy.

## Chapter 1: Introduction

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### 1.1 Introduction to the business

- i. **Name of business** : Citrus X Lemon Detox
- ii. **Nature of business** : Partnership
- iii. **Industry profile** : Agricultural product
- iv. **Business location** : Kuching, Sarawak.
- v. **Date of commencement** : 25<sup>th</sup> May 2020
  
- vi. **Factors in selecting the proposed business:**
  - a. Consumer wants an affordable product, so that we produce the product with affordable price.
  - b. We want to help people to achieve their healthy lifestyle. That is why we choose lemon as our main product because it may help people to improve their liver function.
  
- vii. **Future prospect of the business:**
  - a. To enlarge this business by making more ingredient to our product so that people may choose their favourite flavour.
  - b. To have our own branches so that people may come to us directly.

## **1.2 Purpose of the Business Plan**

Business plan is a formal written document that describe in details about the business in order to set up a business in future.

### **i. Entrepreneur**

To gain better understanding in the objectives of the business and guide the entrepreneur to view and evaluate the proposed business venture deeper value in an objective, critical and practical manner.

### **ii. Employee**

Help the employees to understand about the business's goal and objectives. Besides provide them a guidelines regarding to their job duties and responsibilities.