



اُنْدِيْفُوْمَرْسِيْتِي تِكْنُوْلُوْجِي مَارَا
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ENT 300

INTRODUCTION TO ENTREPRENEURSHIP

FACULTY OF APPLIED SCIENCES

GROUP BUSINESS PLAN

(MANGO CIDER)

Prepared by:

NAME	STUDENT NUMBER
1. SITI NUR ALIA NAJWA BINTI MOHD ZAMRI	2022817668
2. NUR AINA MAISARAH BINTI ABDUL AZIS	2022846228
3. IRDINA BATRISYIA BINTI MUSTAFFA	2022892626
4. NIK NUR FATIN ELYANI BINTI CHE GHAZALI	2022621558
5. ZAHARAH BINTI ZUELKIFLEE	2022850228

Group: AS1145D1

Prepared for: DR. SAZLIN SUHALMIE BINTI MOHD SHARIFF

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EXECUTIVE SUMMARY

Mango Cider Enterprise is a local business in Malaysia and the warehouse to produce this mango cider is at Selangor. Mango Cider Enterprise sells products that can give benefits to the human body and can be consumed as soft drinks or additional ingredients in food. Our company also aims to ensure all citizens have an experience of the refreshing and benefits of the mango cider. Our vision in this project is to ensure our products can establish a name in the craft cider sector that is well known worldwide. The unique thing about our product is we use mango to make a mango cider because mango is appealing to the local palate.

Next, our target customers are people who suffer from functional gastrointestinal, people who stay in Kuala Lumpur and Selangor due to the population being higher than other states, and people who have a habit of buying health-conscious foods. Our products will be promoted through social media ads, collaborations with local influencers, and put up a banner and posters. We also decided to distribute our products to pop-up stalls and retail partnerships but we also will distribute our product by creating a website soon.

Our warehouse to produce this mango cider is in Selangor.

For the financial, our start-up costs are RM 144,684 and the break-even point is RM 361,710.00. Meanwhile, our projected profit is RM 2,854,676.33 and we got a loan from Alliance Bank.

Lastly, this business plan outlines our market strategy, financial projections, administrative plan, and operations plan for our future projects which are in the next three years.

BUSINESS BACKGROUND

Our team decided to use Mango Cider Enterprise as a name for our company and establish it on 3 October 2024. It is because we want customers to clearly know the things that we want to sell to them, which is mango cider. We also decided to rent a warehouse at Jalan 1A, Kampung Baru Subang, 47610, Shah Alam, Selangor due to the rental price being cheaper than others. This project is a partnership business because we often manage the business together with partners with financing sources funded by the same partners and the total contribution of funding is agreed upon by all partners. These products are only distributed at a few local shops in Selangor and Kuala Lumpur. It is because the population in Selangor and Kuala Lumpur is higher than others and it is a strategic place to sell these products.

We run this business because we want to decrease the percentage of people having a problem with their digestive system. We found that 40% of Malaysian citizens have a problem with their digestive system, especially among adults. These products have a lot of benefits to people. Firstly, mango cider can help to improve their digestive system because the fermentation process in mango cider can produce probiotics that can improve the digestive system. Other than that, mango cider is also rich in nutrients due to mangoes contain vitamin C and beta-carotene to protect against oxidative stress and boost our immune system. Lastly, our product also can control weight management due to the acetic acid in the mango can help to fulfill the feeling of potentially reducing calorie intake.

Next, the reason that we run this business is because we want people to consume healthy products from natural ingredients without any additional ingredients. This is because the product with natural ingredients contains a lot of nutrients compared to the product that is already added by additional ingredients. A product that has a lot of benefits will sell at a high price, but not for our product. Even though our product has a lot of nutrients and benefits, we decided to sell the product at an affordable price because we want all Malaysian citizens to have a chance to taste and afford these products. Customers also can choose whether they want to consume mango cider directly or use it as an additional ingredient in food.

As the brands look to the future, we want our local products to be distributed on online platforms and gain 10,000 followers. It is because nowadays, online platforms are easier to access and easy to promote products to the citizens. Next, we also hope these products can be easily accessed by distribution to more various channels such as local shops,