



**Universiti Teknologi MARA (UiTM) Cawangan
Negeri Sembilan Kampus Kuala Pilah**

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT300

BUSINESS PLAN REPORT



NATURE SIPS CO.

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EXECUTIVE SUMMARY

Nature Sips Co. is a partnership-based business which comprises 5 key management members with diverse expertise including Chief Executive Officer (CEO), Administration manager, marketing manager, operation manager and financial manager. The business specialized in producing eco-friendly and sustainable straws that are edible for the consumer as the selling point. Our company is inspired by growing demand for sustainable alternatives to single-use plastics. Therefore, Nature Sips Co. caters to the eco-conscious consumers by incorporating innovation, sustainability and consumer convenience to provide zero-waste straws without compromising its quality. Our fruit-based straws serve as a guilt-free solution which are available in various flavours that boost the drinking experience for consumers. Our headquarters and production site is located along Jalan Sultan Ismail in Bukit Bintang, Kuala Lumpur. Nature Sips Co. intends to capitalize this opportunity by targeting cafes, restaurants and eco-conscious consumers in these urban areas. To start off our business, Nature Sips Co. required an amount of RM 316, 067 to cover all management teams which is administration, production, marketing and operational costs for the first year. We contribute an amount of RM 115, 069 while the remaining RM 200, 998 will be secured through business loans. These will project a robust sales forecast which is RM 387, 923, 884 for year 1, RM 426, 652, 972 for year 2 and RM 490, 670, 081 for year 3. The word “Nature” in our company name signifies our commitment to sustainability by using natural ingredients such as fruits as well as utilizing eco-friendly practices. Thus, we are resolute to contribute to an environmentally conscious and healthier community with the green products invented by us.

1.5 Business location

1.5.1 Factors influencing choice of business location

1. Strategic Location

Bukit Bintang is the heart of Kuala Lumpur, contributing an excellent accessibility to the main highways and public transport such as LRT and MRT. It is also chosen based on the close proximity to all eco-conscious cafes, restaurants and high-traffic shopping districts.

2. Visibility and Branding

Bukit Bintang may boost our brand visibility among locals as well as tourists due to being located in a high-profile area. It is also known for its sustainability initiatives such as opening the Bukit Bintang City Centre (BBCC) that ensures biodiversity and environmental sustainability which aligns with Nature Sips Co.'s mission.

3. Economic Clusters

The location provides collaborative networks with numerous businesses and potential clients and partnerships with cafes, hotels and restaurants for product distributions in which serves as an excellent opportunity for business growth.

4. Modern Infrastructure

The area provides access to advanced office facilities and green spaces which embodies the company's value.

5. Employee convenience

Bukit Bintang imparts a good work-life balance for employees and staff as it provides excellent amenities, housing and entertainment for them.