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Sembilan
Kampus Kuala Pilah**

**ENT300
FUNDAMENTALS OF ENTREPRENEURSHIPS**

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EXECUTIVE SUMMARY

ProBio Blends, based in Malaysia, specializes in crafting high-quality probiotic smoothies designed to promote digestive health and overall well-being. With operations spanning two key locations, a state-of-the-art factory in Pulau Indah, Klang for efficient production and a vibrant retail shop in Sunway Pyramid Mall dedicated to delivering fresh, nutrient-packed smoothies to its customers. Our concept of product is a smoothie in a soft, creamy texture which is made from healthy delicious fruits and enriched with good gut health's bacteria. Our objective is to create a drink that can maintain gut health at an affordable price and make it a well-known brand across the world.

Our main product consists of delicious and nutritious probiotic smoothies created with premium, organic, and fresh ingredients. These smoothies are specifically designed to improve bacteria in the intestinal tract, support digestive health, and increase immunity. We provide a range of size and flavours to satisfy various consumers preferences. Our target market focuses on health-conscious individuals aged 18-35, including students, young professionals, and fitness enthusiasts, who seek convenient, nutritious, and affordable options to complement their active lifestyles. By using locally sourced, fresh, and organic ingredients, ProBio Blends meets the growing demand for functional beverages while supporting sustainable and healthy living.

ProBio Blends projects steady financial growth driven by the increasing demand for probiotic smoothies among health-conscious consumers aged 18-35. With an initial investment of RM350,000 covering production, retail setup, and marketing, we anticipate achieving a monthly revenue of RM145,106 within the first year and breaking even within 1 year. Revenue will be reinvested into product innovation and expanding our retail presence to meet the rising demand for functional, sustainable beverages.

The main purpose of this business plan is to guide us in starting and running the ProBio Blends business successfully. It explains our goals, how we will operate, and how we plan to grow the business. We chose this business with more people looking for healthier food and drink options, we saw an opportunity to create a product that not only tastes good but also has real health benefits. ProBio Blends are great for improving digestion and boosting the immune system, and we want to make these benefits easily available to our community.

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1.0 BUSINESS BACKGROUND

1.0.1 Basic Information

Our business, ProBio Blends, is a partnership built on a shared passion for health and wellness. Headquartered in Malaysia, we operate a dedicated shop and factory to bring high-quality probiotic smoothies to our customers. Our factory, located in Pulau Indah, Klang, is equipped with state-of-the-art facilities to produce high-quality probiotic smoothies crafted to promote digestive health and overall well-being. Meanwhile, our retail shop in Sunway Pyramid Mall serves as a welcoming space where customers can purchase our fresh, nutrient-packed smoothies.

Operating as a registered partnership, ProBio Blends thrives on the collective expertise, creativity, and resources of its partners to develop innovative functional beverages that cater to a diverse range of health needs. This collaborative structure enables us to pool knowledge and skills across various disciplines, ensuring precision and care in every aspect of our business, from product development to marketing, financial and operations. By fostering a shared sense of accountability and a unified vision, the partnership allows us to make well-informed decisions that prioritize quality, customer satisfaction, and sustainability, while leveraging the unique perspectives and expertise of each partner to stay ahead of market trends and implement best practices.

1.0.2 Justification for Starting the Business

We chose to sell probiotic smoothies because they cater to the growing consumer interest in health and wellness, particularly the increasing awareness of gut health's importance. Probiotic-rich products are in demand as people seek natural ways to improve digestion, boost immunity, and enhance overall well-being. Smoothies are an ideal medium for delivering probiotics, as they combine functionality with flavor, offering a health-focused product that is also enjoyable to consume.

Probiotic smoothies also align with the needs of health-conscious individuals who value convenience and customization. They are highly versatile, allowing us to tailor options for

various dietary preferences, such as vegan, lactose-free, or high-protein versions. This adaptability ensures that the product appeals to a broad audience, from fitness enthusiasts to busy professionals looking for a quick, nutritious snack.

Additionally, the decision to sell probiotic smoothies reflects a practical approach to meeting consumer needs. Smoothies are portable and easy to consume, fitting seamlessly into modern lifestyles. By offering a product that is both functional and accessible, we address market demands while creating an opportunity to stand out in the competitive health food industry.

1.0.3 Purpose of Preparing the Business Plan

This business plan was created with a few goals including obtaining the funding required to start and grow our probiotic smoothie firm and establishing a clearly identified and organised strategy for the business operation, expansion, and long-term achievement. The primary objective of this business plan is to present an excellent pitch to possible investors and funding sources while giving them an extensive understanding of our business concept, market opportunity, financial predictions, and growth strategy. The aim is to raise the money required to pay for the first expense including product development, marketing campaigns, production facilities, and initial distribution.

In addition to obtaining funding, the business plan will serve as an extensive plan of action that specifies the main goals, strategies, and criteria for the business during the initial years. This includes our goals to earn a profit in the first 18 months of business by concentrating on a combination of local retail distribution partnerships and direct to consumer sales via our website. We also hope to establish a loyal customer by employing digital marketing, forming relationships with wellness and health influencers, and providing subscription services for loyal customers.

Additionally, the business strategy will also direct our operational structure which will include the premium ingredients, developing efficient supply chains and production procedures, and maintaining high quality control to preserve the consistency and nutritional value of our smoothie. We will make sure that our business operates efficiently, reducing waste and increasing profitability by developing clear operational procedures. In the highly competitive good health beverage sector, this business plan will present our marketing strategy to position