



UNIVERSITI TEKNOLOGI MARA

ENT300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
THE GENTLEMAN'S
COCONUT ISLANDS

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By implementing our mind as an entrepreneur, we can see the opportunity in proposing this business in the future. With the knowledge that we have learned, we strongly believe that this business can go further in the future. We hope that by doing this business plan, we are able to understand more on how does a business work and we are looking forward to make this business becomes reality.

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1.0 INTRODUCTION

Coconut is the fruit of the coco palm. The coconut is known for its great versatility as seen in many uses its different parts and found throughout the tropics and subtropics. Coconut are part of the part of the daily diets of many people. Coconuts are different from any other fruits because they contain a large quantity of water and when it mature they are known as tender- nuts or jelly nuts and may be harvested for drinking. When mature, they still contain some water and can be used as seednuts or processed to give oil from the kernel, charcoal from the hard shell and coir from the fibrous husk.

There are many benefits of coconuts. Firstly, it helps prevent obesity by speeding up metabolism, providing an immediate source of energy with fewer calories than other fats. Besides, it can improve the heart health, high in dietary fibers, low glycaemic index, reduces sweet cravings, improves digestion and quick energy boost.

We get the inspiration to make the 'Coconut Island' from our places that have many coconut trees. From the opportunities, we find that we can make a business from the coconut. We aspect that this business can compete with the other competitors in global market also in the futures.

. We hope our product can be accepted by the customers nowadays and in the future our product will be known.

The name of our business is COCONUT ISLANDS. We choose this business because it is a very viable business plan based on the following facts: