



FACULTY OF PLANTATION AND AGROTECHNOLOGY

DIPLOMA IN PLANTING INDUSTRY MANAGEMENT (DPIM)

ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
(HERBAL JUICE)

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EXECUTIVE SUMMARY

Our business is about herbal juice that incorporate two main ingredients, pineapple and coriander. Our business start to operate on 28th august 2016. We are selling our product for people who love themselves and concern about their health. Our business operates at Taman Canggih, Lorong Canggih 1, Jalan Tuaran By Pass, Kampung Darat, 88450, Kota Kinabalu, Sabah, Malaysia. We chose this location because we believe that our place is strategic enough, our building is near to the main road, more over our business is located near to the housing that was only 400 m away. This will give more benefits and potential to our business.

We are confident that our product will be able to compete with other product such as Tropicana Twister, Yeo's, Lipton, F&N seasons, and Oishi. It is because our product has its own specialties because this product has not been commercialized yet by other company and we believe that we are the first company in Malaysia that releasing this new product. When people think of coriander, people will think of it in soup but in our product, we try to make a twist by changing it into dink instead.

ACKNOWLEDGEMENT

First of all, we are grateful to Allah, the most compassionate and Most Merciful as with his we are able to produce this business plan. We had encountered various obstacles and difficulties in preparing this proposal. Without the cooperation among members, we will never manage to finish this proposal on time. Our special thanks to our families and friends that gave us support for every single minute no matter in terms of emotional support, assets and financial support.

We would also like to express our thanks to our ENT 300 lecture, Madam Sharifah Nurafizah Syed Annuar for her help and guidance in completing our business plan. Her help and support had given us the courage and strength along the way in the process of making this business report proposal into reality.

We believe that this business can go further in the future with the help of many people. By implementing as an entrepreneur mind, we can see the opportunity in this business. With the support and the consultation given, we manage to complete this business plan. We hope that by doing this business plan we will able to understand how do business work and we looking forward to make this business become reality.

Cordially,
Juicy Health Trading

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