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12th FEBRUARY 2004

Madam,

**Submission Of The Business Plan Report**

Referring to the above matter, we are the Diploma in Communication And Media, part 05 students submit this Business Plan Report to fulfill the requirement of the subject ETR 300 before the final examination.

2. The concept of the business is more to services .We choose to cut and distribute local fruits as our main business. We select this business because it has big potential and chances to move ahead especially in Klang Valley area.

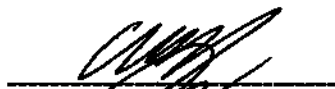
3. We decided to start this business due to several aspects. Most of all, we are trying to overcome the problem of less supply but higher demand in the market.

4. All the information provided from the secondary and primary sources. Here we hope that all our efforts for preparing this business report will achieve the business vision and objective.

Your advices and suggestions will definitely be our guide in performing the business soon.

Thank You.

Yours faithfully,



( WAHIDA ALI YASAK )  
MANAGING DIRECTOR  
GOODFRUITS SDN. BHD

## **ACKNOWLEDGEMENT**

Assalamualaikum W.b.t..

To begin with, we would like to thank a lot to Allah the Almighty for giving us the ability and patience in completing this Business Plan. Without helps from Him, totally this Business Plan will not come true.

Thank you to our beloved lecturer, Puan Sharifah Fauziah bt Pawan for all her guidance, supports and advices. We greatly appreciate everything that she taught and all the helps that she had given.

We also want to thank to each of our group members for the full commitment and efforts for making this Business Plan. Your countless cooperation will not be forgotten. Million thanks also to our parents and family for their understanding and supports. Not forgotten, to the seniors for giving us good advices and willing to share their experiences. Last but not least, those who were involved directly and indirectly, we appreciate all the helps that all of you had given to us.

Thank you

Wassalam.....



## **INTRODUCTION**

We choose to run this business by considering these factors;

First of all is Malays entrepreneur are very rarely involved in this business. It is because they do not see its potential. Only the Chinese interested in this kind of the business. This helps us to widen our business, because the consumer or buyers will be more confident and comfortable to buy our fruits especially the Malays and Muslims.

Second factor is the human needs of fruits itself where, we all know the importance of taking fruits in our diet. It is not just good for our health thus it also helps to maintain our body.

Nowadays, is a world of run after time, so people will prefer to do the thing that saving their time because they have no time to peel the fruits. So, by buying already cut fruits it is more efficient for them and it can be the third factors that considered.