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FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
SHENS ENTERPRISE

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Executive Summary

Introduction

Our business is not stick in one place only because we take the initiative to do our business in a truck instead of booth. We will go around Kota Kinabalu to sale our product namely MUSHTRY that consist of three types of food which is burger chicken, burger beef and fried mixed with oyster mushroom. Our product is focus on healthy meals and healthy life style. So, for thus who really like to eat chicken or beef mixed with oyster mushroom they can eat at our company.

We choose this type of business because based on our observation towards this city there are less of business that sale in truck and sale their product go around the city. Mushtry will surely gain market share because nowadays mushrooms have the higher market price so that we decide to sale burger chicken, burger beef and fried mixed with oyster mushroom.

For our future prospect, we will expand our new branches at the Papar district. Not only that, we will enlarge our business to make our business more popular amongst Kota Kinabalu.

1.0 Acknowledgement

First of all, we are grateful to Allah S.W.T as we are able to produce this business plan. During the making of our business plan, we have encountered a variety of obstacles and difficulties in preparing this proposal. We manage to finish this proposal because of full cooperation from our group members. We also want to give our thanks to family, colleagues and friends because never give up to support us.

We also want to give a big appreciate to our lecturer sir Muhammad Firdaus bin Mohamad for supporting and guiding us in completing our business plan. Her ideas, general knowledge and corrections have motivated us in making this business proposal into reality.

By implanting our mind as an entrepreneur, we can see the opportunity in proposing this business in the future. With the knowledge that we gain, we can conclude that this business can go further in the future. Hope with this business plan, we able to understand on how business really work.