

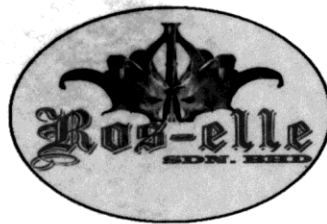


UNIVERSITI TEKNOLOGI MARA

ENT 300

FUNDAMENTAL OF ENTREPRENEURSHIP

COMPANY NAME:



PRODUCT NAME:

“CORDIAL ROS-ELLE”

JCS1105C

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SUBMIT

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ACKNOWLEDGEMENT

Assalamualaikum w.b.t

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We also want to give a big thankful to our parents that had been support us from the beginning until the will complete this business plan. They are gives us a lot of supports in term of financial, mental, and spirit to become a successful entrepreneur.

To our ENT300 lecture, PM. Ismail Sa'ari who always be in our side and help us during the process of making the business proposal with the greatest guidelines. A great thankful to him for support us.

Besides, we also would like to give special thanks to the people who involves in this production who that to give us a lot of information about the Roselle. People who give us useful information whether directly or indirectly thank you for everything.

Last but not least, to our partners that give a full commitment in completing this business proposal, we are really grateful because all of our members always support each other and being responsible in their works. Thank you.

Executive Summary

Business plans were prepared to obtain financing from Maybank Sdn. Bhd. for the project under the company Ros-Elle.

Armed with enthusiasm and privileges found in Roselle, Ros-Elle intends to open a Roselle based business with an estimated project cost of RM 600,000. The cost of the project includes the purchase of shop equipment and premises, renovation of premises, purchase of stock, pre-operating expenses and working capital.

Ros-Elle finds is a strategic location for businesses because it is easily visible and easily accessible from major roads. The environment is very suitable because it is located in the heart of Johor Bahru.

With a moderate level of competition from other beverage products, Ros-Elle confident of competing with them by taking about 15% of the market size with strength in service quality and reasonable price.

Product to be Ros-Elle is produced from the use of Roselle that is cordial Roselle. Based on the Ros-Elle studies do, this business can be expanded by varying the production of products such as juice, sauce, and candied jam Roselle after business was successful first.

Based on current market trends, observations, Ros-Elle finds that the demand for health products is increasing. Roselle high nutritional value of vitamin C two times more than blackcurrant, nine times more than citrus and three times more than the wine are able to attract health-conscious consumers. Ros-elle observations also found that the scenario of the future is bright Roselle drinks based on lifestyle trends and health-conscious people.

Introduction

The name of this company is Ros-Elle. This name is created based on the name of one types of flower or plants which is Roselle. Roselle is in a red of color. Roselle is also easy to plant. Actually, our company provides a variety of food product based on the Roselle plant. Nowadays, Roselle is been commercial by Malaysia. Roselle is used as many food products and cosmetics products. For example of the food products are juices, color of food and others. Another example of cosmetics products are soap, cleanser and others.

Actually nowadays, Roselle is widely used in the market. Before this, Roselle is does not know by the others. This is because nobody knows about the benefits of this plant. Therefore we as a team decided to use Roselle as our food products in our company. We want to build our company at Johor Bahru. The reason why we choose this place is because we think that this is the good start to sell our product. Johor Bahru is the place that is known by anyone. This place is also famous of many tourists in the Singapore and others.

Ros-Elle group consists of five partners who are consisting of general manager, marketing manager, operational manager, organizational manager and financial manager. Every partner has their own responsibilities in this company.

This company produces the food products which are cordial, jam, food coloring, tea and bread. The prospect of our business are for everyone and family. They can use that product in their daily life. The operational date that we decided is at 24 hours. Ros-Elle's company hopes that everyone can accept our products and also hope that the family can satisfied with our product.

The business plan is prepared for organization that interested towards our product from our company. The business plan also can help us to plan our business more efficiency.