



UNIVERSITI TEKNOLOGI MARA KAMPUS SABAH

FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT 300)

PATATA & CO.

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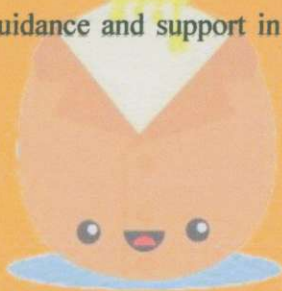
1.1 Acknowledgement

I am Noor Izzie Fazhdiana Binti Bustarie, as General Manager of Patata & Co. Would like to express my gratitude to all my partners in this project who work hard with me to complete this business plan.

My partners are:

Mohd Shamsul Bin Jantan	Administrative Supervisor
Intan Izyan Musfirah Binti Ahmad	Marketing Supervisor
Ritnie Carlikka Binti Mansor	Operation Supervisor
Florin Joseph	Financial Supervisor

Also, we would like to thank all parties who are involved and have helped us complete this business plan especially our ENT300 lecturer Mr. Cyril Supain @ Christopher for his guidance and support in helping us throughout the process of making this business plan.



**PATATA
& CO.**

1.2 Executive Summary

Mashed potatoes are a common side dish in western cuisine. Malaysians are familiar with this delicacies and do enjoy eating them as part of meal or just as they are. Mashed potatoes are usually made by boiling potatoes and adding in ingredients such as butter and milk. As fans of mashed potatoes we find it hard to find a local café or restaurants that serve home-made style mashed potatoes that is why we decided that it is a good idea if we can actually make a kiosk that sells mashed potato with different flavored gravies. That is when we come up with the idea of making Patata & Co. Patata & Co. is a joint venture business between five partners. We have decided to name our company Patata and Co. because our main product is made up of potatoes. *Patata* are Italian words which literally translate into potato.

