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UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

ARIBAH TRADING

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EXECUTIVE SUMMARY

Aribah Trading is about produce, supplying and selling natural stomach pain medication only based on guava's leaves. Our business is located at Adnan Shopping complex, Block A, first floor, 89008, Keningau, Sabah.

While there are many stomach pain medication everywhere, Aribah Trading aim to produce 100% natural stomach pain medication based on guava's leaves. We will surely can compete in the market especially in Malaysia because of the traditional belief that guava's leaves can be utilize as a traditional medication for stomach.

Moreover, we want to prevent the side effects of using stomach pain medication. Side effects usually happened when there are two or more chemicals react to each other. By using our product, it can be prevent because of our product is 100% natural without any add on chemical ingredient.

Other than that, these leaves contain a number of beneficial substances, including antioxidants like vitamin C and flavonoids such as quercetin. The leaves can be utilize and be beneficial in treating diarrhea.

We believe that our product can compete in the market and surely gain profit in the market because the needs of effective medicine for stomach pain.

Registration Number

NU0188657-W

Bank

Bank Islam

Bank Account Number

10023736234123

Date of Registration

18 February 2017

PURPOSE

As we know business plan is one of the tools that required to be prepared in order to open the business. Business plan is written documents which describe the proposed business to be undertaken in the comprehensive manner. It is also known as a project paper, working paper, business proposal or prospectus.

A business plan is a written summary of entrepreneur, purpose business venture; it's operational and financial detail, its target market opportunities and strategies, and its manager's skill and ability. The plan serves as an entrepreneur's road map on a journey toward building a successful business. It described the direction of the company is taking, what its goal are, where it's want the company to be, and how it's going to get there. They are many purposes of business plan as below:

- To give a chance to entrepreneur to view evaluate the business
- To make a research and evaluate whether the business are having profit or loss
- The venture capitalist, investor and banker in order to raise capital and obtain support for the venture
- As guidelines to routine management in the business
- To give management an opportunity for entrepreneur to assess, view an appreciate the business venture objectively, critically and practically
- To evaluate the project viability and growth potential

Hopefully, this plan can be used to convinced the business achieve the target and earn a good profit.

1.3 PARTNER BACKGROUND