



FUNDAMENTAL OF ENTREPRENEURSHIP  
ENT 300

BUSINESS PLAN  
**MEKAR ENTERPRISE**  
BEVERAGE "FRUITY SQUEEZE"

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In relation to the matter above, Mekar Enterprise would like to seek the business plan for your analysis, evaluation and references. Mekar Enterprise business partners and the site address are as mentioned below.

Details of the partners are as follow.


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We hope that our business will satisfy your requirement for our subject Fundamental of Entrepreneurship (ENT300). We also hope that our business plan will give huge benefit to those who are interested in doing the same business venture. Thank you.

Yours Faithfully,

  
(EDWARD KEITH MARIUS)

## EXECUTIVE SUMMARY

Our executive compensation to study the opportunity and strategic plan in business specifically to SMEs. Through questionnaire and case study we will be able to reach the key features regarding conducted study.

The key objectives of our executive compensation study to get the level satisfaction of customers. These key are to let customers satisfy regarding food and services provided. Through findings we can obtain valuable information appropriate customers behavior towards food and services which meeting organizational goals. We want the beverages disadvantage will be solve with efficiently and effectively as we produce healthy and cold beverages.

Working hard towards this study so that we can get the accurate results and manage to get answer for each question that we provide for the targeted customers who currently live in our market geographical segmentation. Hence, this study or research is very significant for us because it will be the key features and indicators to achieve certain goals and meeting customers with key product that would drive towards demand and profitable





## 1.0 INTRODUCTION

Mekar PARTNERSHIP is originally formulated to produce beverage that value propositions healthy drinks, cold and natural taste. Mekar PARTNERSHIP located at around Kota Kinabalu this because opening only during event that organized by non-government organiser, private sector and government sector.

While there are many "quick beverage" like Mekar PARTNERSHIP, Mekar PARTNERSHIP will excel due to its attention to detail regarding food and services provided to consumer. Through unheralded customer attention, Mekar PARTNERSHIP will slowly give promotion product to UiTM lecturers, students and friends for gain market for the first step.

We, Mekar PARTNERSHIP, saw the opportunity that this business has the potential of success although only opening booth sale or kiosk at event or market night is handled effectiveness and efficiently. Lastly, the people needed always to being healthy that free sugar any being obesity so we Mekar PARTNERSHIP to provided beverage always free sugar and stay healthy with fresh ingredients.

Persuade and influence our customers regarding the products being offered and give assurance and confidence to them to have business with us. In addition, main objectives for development of Mekar PARTNERSHIP are first of all beverage in fresh ingredients at Aiswarya.