



FUNDAMENTAL OF ENTREPRENEURSHIP  
ENT 300

FACULTY OF BUSINESS MANAGEMENT  
BUSINESS PLAN  
COCOSSNUS ISKI

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## EXECUTIVE SUMMARY

Cocossnus Iski is allocated at Tanjung Lipat, Teluk Likas Kota Kinabalu Sabah. This building has already completed with basic amenities such as water and electricity. Tanjung Lipat is a strategic place to open up our business because it is located in middle of a city where surrounded with community. Besides that, many customers from many other areas will come to Tanjung Lipat such as from Sepanggar, Mengatal, Likas, Tanjung Aru and Putatan because of the strategic location. Therefore, it is suitable to open Cocossnus Iski since the surrounding is good for our business which is different from other company.

We want to provide our customer with a unique and innovation product by a combination from classic and modern which is coconut and ice cream. This kind of product can attract consumer attention by it looks and taste. Further more people nowadays, like to try something new which is give us an opportunity to compete at a existing market.

Our company want to achieving our goals by fulfill customer demand and make sure they are satisfied with enjoying our product. We also want to improve our economic by giving a new kind of idea to attract tourist attention and come to our country.