



UNIVERSITI TEKNOLOGI MARA
CAWANGAN SABAH

FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)

BUSINESS PLAN
MIN'NANANA CAFE

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1.1 EXECUTIVE SUMMARY

This company established on January 1, 2015. Our company named Min'Nanana cafe. We choose that name for our company because a word 'Min' is come from Despicable me, a cartoon movie which is minions who can symbolize banana but we just take word 'min'. Then, from word banana we make it short to 'nanana' and we combined it.

Next, our company choose to produce product and service. All of our product that we produce is based on banana fruits. We choose banana as our main product because there is still does not exist in market, shop or cafe like this who are sell product like our company, at least they do in their self at home. So that is why our company will produce a product based on banana if customer a lazy to do by their self. They just have to consume in our cafe. Banana is our main product because it is easy to consume and banana also it is among the chea

pest fruit in our country. In addition, banana fruits contain one of the high calorie tropical fruits and a good amounts of health benefiting anti-oxidants, minerals, and vitamins. After that, the product that we make is banana dipped chocolate, banana oat cookies, banana scrub and banana smoothies

