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SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP
(ETR 300)

GOLDEN POTA ENTERPRISE

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First and foremost, we are grateful to God he Almighty, the Most Merciful as it with His will that we were able to produce this business plan. We also would like to grateful to UiTM Sabah and all ETR lecturer for providing this entrepreneurship course to non-business students like our group of Dip.in Science students especially for part-6 students. This opportunity gives sciences students a great experience for the future if students want to become entrepreneur.

We also would to thank our family and fellow friends for supporting us in finishing this business plan. This business plan will show all of our works for this semester for this subject. We forced many problems and obstacles in finishing this business plan. In this business plan, we are planning to start a partnership business which consist five persons. The business that we plan is for production of instant food product.

Nowadays, people especially students at college more prefer instants food because of busy in campus life. Unfortunately, students do not care about the instants food nutrition and chemical effect that will affect their life. Students more prefer fast food, cheap price and large amount of food. This is a natural habit for students who live in colleges. Sometimes, students in reality do not have enough money to buy expensive food or eat at restaurants or even café.

This problem gives us opportunity to start a business to help peoples and students to have healthy lifestyles by consume healthy food. Besides our product is healthy, our product also easy to make and instant. This will save lot of time for students. Thus, from this business, we will generate income. Our company will be named Golden Pota Enterprise.

EXECUTIVE SUMMARY

Sabah state. It also not impossible for Golden Pota to market the products

Golden Pota established in the end of year 2010 following the initiative to venture into the business of production of instant food, an industry that is increasingly crucial as well as Increasing in market demand especially student in colleges in Kota Kinabalu district. Being the first company in Kota Kinabalu to commercial instant mashed potato made from 100% potato has successfully developed a wide range of target market for all people especially students within Kota Kinabalu Area.

Driven by a team of vary in business and personal skills and experience enable Golden Pota comes with two flavors of instant mashed potato which are curry flavor and chicken soup flavor. The established of Golden Pota due to our concern about healthy food for people especially students in colleges. Student nowadays prefer instant food such as instant noodle and any instant food without concern about the chemical used which can lead to several unhealthy health effect.

Thus, Golden Pota comes to business world of Kota Kinabalu area to provide a healthy, safety and instant food of instant mashed potato. Besides good for healthy, our Golden Pota instant mashed potato also include a quality herb for extra health benefits and provide a good nutrition intake for human body. More importantly, a small box of Golden POTA instant mashed potato contain three packets of 23g each in one small box which easy to serve and made with comfortable price for people especially our target market students at colleges.

Golden Pota business marketing is not too big. However, we have decided to focus our business marketing in Kota Kinabalu and in the future, we might have potential to increase our market are to all over