



ENT300- INTRODUCTION TO ENTREPRENEUR

BUSINESS PLAN

PEARL CORPORATION

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Submission Date:

22nd JANUARY 2021

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ACKNOWLEDGEMENT

First of all, we would like to thank god as finally we are able to finish our assignment that has been given by Dr. Mohd Adzwin Faris Bin Niasin lecturer of ENT300 (Introduction to Entrepreneur). This task had been done with all effort by group members even though we had a little bit problem happened among us while doing this assignment. Luckily, all the problems can be settled down and we were able to adapt properly and wisely.

Moreover, big thanks we address to our Dr. Mohd Adzwin Faris Bin Niasin because without his guidance we are not be able to finish this assignment on time. He always give us the supports we need and guidance in purpose to make a good quality of business plan. By applying all the knowledge that we have learned from the lectures, we can use it as a basic to start our own business in the future.

Lastly, millions thanks to all the group members because always stick together and work hard to produce a very good business plan with all the ideas, efforts, and responsibilities. Without the cooperation all this will never been done successfully. We Hope that all the efforts that we had given trough out this project will give a lot of benefits to us.

EXECUTIVE SUMMARY

Starting from early of 2017 when we started our business called Pearl Corporation, we have a high belief that we can become successful in this business area. Our objective is to gain a regular customer and to commercialize our product internationally in line with the company vision and mission and making Hawari Coffee to be the best coffee in Malaysia. This business starts with total capital of RM288, 000 that come from partnership contribution of RM88, 000 and loan from Agro bank RM200,000.

Pearl Corporation is a partnership business that manufacturing a high quality of healthy product base on organic ingredient. Our products which are Hawari Coffee and Hawari Juice are produced by using white turmeric as the main ingredient as it has a good benefit for people health. People can get or buy our product directly from our agents or walk-in to our building.

While referring to this business plan people will be able to examine our performance for the beginning of our operation. Furthermore, even though we do not have a high amount of capital at the beginning but with the corporation and high well experience managers we able to manage our budget for operational, administrative, marketing, and financial accordingly. The most interesting fact is we success to make a huge number of sells in our first year.

Lastly, from our financial report you can find out that the gross profit shows a good movement for each years of operation. At the first year our gross profit is counted as RM 8,950,306 million and then it keeps on increase for the next 2 years.