



UNIVERSITI TEKNOLOGI MARA  
SABAH

ENT300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

TROPICAL PUNCH ENTERPRISE  
FOOD AND BEVERAGES

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## 1.1 EXECUTIVE SUMMARY

Tropical Punch is local fruit based desserts shop located at Imago Shopping Mall, Kota Kinabalu. The powerful 'Punch' introduces desserts menu such as Smoothie, Ice-cream and Juice. Tropical Punch was inspired to promote more of our local brand and idea. Our local fruits serve hundreds more benefits and vitamins which emphasizes its nutrition will never lose any competitive advantages to the imported fruits we consumed – they are easy to find, cheapest and healthy.

Our mission is that we want people to appreciate and recognize more of our local fruits in the meals (food, drinks and desserts) we take instead of choosing the imported fruits -consumed widely by people including our local people as well. As for the organizational vision, we are highly determined in opening new branches everywhere in the country, for over 15 years in the operation, we view our business in some places outside Malaysia, if god willing.

Generally, we are targeting our market to the people who love desserts and would love the freshness and tastiness of local fruits in their desserts such as smoothie, ice-cream or juice. We narrowly segmenting target market specifically to all the workers and shoppers in the mall, tourists, residents nearby, children, teenagers and adults.

Our marketing department will be progressively running all the promotions and marketing methods such as advertise our products in the local radio, giving flyers and samples to the visitors nearby.

Last but not least, for our operation department, we will increase the productivity in producing high quality desserts to satisfy the customers and monitor the customers' feedbacks in order to make continuous improvement to the quality of our servings and services.

## 1.2 INTRODUCTION

### 1.2.1 Name of business

We choose TROPICAL PUNCH as our business name. TROPICAL PUNCH represents how extravagant tropical fruits can be in every serving of desserts they are complementing with. The word TROPICAL represents the local tropical fruits and the word PUNCH means a drink made with water and fruit juices as well as it stands for the hidden meaning of a powerful impact of tastiness right in the customers' throat after tasting our products or menu.

### 1.2.2 Nature of business

Tropical Punch is a partnership business consisting three partners who are also the managers of the business.

### 1.2.3 Industry profile

We are operating in the Food and Beverages industry

### 1.2.4 Location of the business

Tropical punch is located at Kota Kinabalu, Sabah.

### 1.2.5 Date of commencement

We choose to begin the operation of our business on 1<sup>st</sup> January 2017.