



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT 300)

THE JUICY STAR ENTERPRISE

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EXECUTIVE SUMMARY

We are starting our own business as partners after finished graduating in Diploma in Business Study from Universiti Teknologi MARA. All of us had decided to form our business identity as Juicy Star Enterprise in which we already agreed in the terms of agreement of partnership.

The main idea is to sell a starfruit juice that has been improved its ingredients. We are running the business in manufacturing and retailing sector. This business is still new because there are only few entrepreneurs producing this type of fruits into juices.

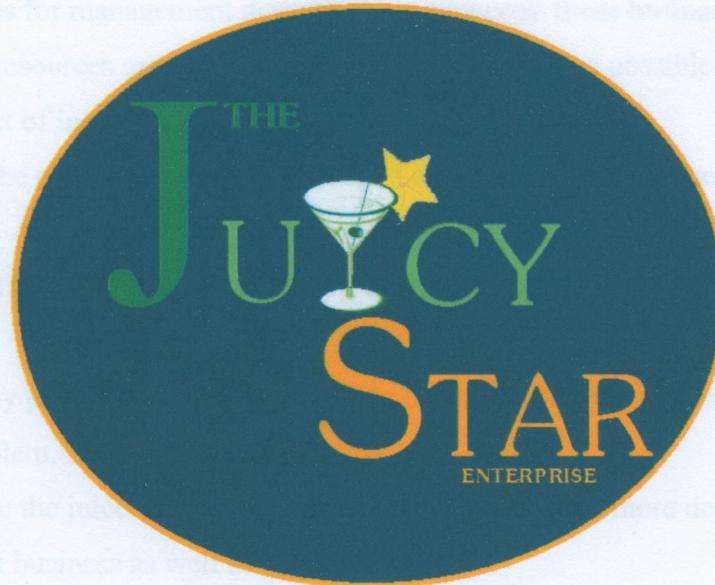
We have spotted our competitors in the market of juices which this competitor is either SME or big companies that already in this business earlier than us. For example is F&N Fruit Tree, Tri Starfruit Prima Group, and others.

The starfruit is a species of fruit that is native in this country. The fruit itself is very famous among Malaysian in which it is rich with nutrition and it is also used to make drinks as it can relinquish thirsty. So, these particular reasons give our company strength and potential in producing and retailing the juices.

Our prospect is wide where this product is focus to attract the various types of prospect either the wholesaler, retailers, intermediaries and direct customers or consumers.

Finally, the star near the glass is one of the content that will be inserted in the product to be as a main ingredient which is the star fruit.

1.1 DEFINITION OF LOGO



Based on our product, the cycle of the logo is the whole of society like the healthy drinking whether youngster and olders and the cycle also its present of Longan fruit. Green color is presenting the nature of the fruit which is fresh and rich in nutrient.

Yellow represent the colour of it own fruit which is the star fruit. Next, the glass represent of the luxury of the product . This shows that the product could be at the same level with the well known brand.

Finally, the star near the glass is one of the contain that will be inserted in the product to be as a main ingredient which is the star fruit.