



اَوْبَهُوْ رَسِيْقِيْ تِيْكَوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN SCIENCE (AS120)

AS1205F

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

HEALTHY FRUITY JAM

FRUITY JAM

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LETTER OF SUBMISSION

Diploma in Science (AS120)
Faculty of Applied Science
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22 JANUARY 2021

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Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**HEALTHY FRUITY JAM**” to fulfil the requirements as needed as university requirements.

Thank you,

Yours sincerely



.....
Nur Shahila Binti Zakaria
General Manager

ACKNOWLEDGEMENT

In the Name of Allah, the Most Gracious and the Most Merciful in the completion of the business plan as one of the requirements that have to be accomplished in the course work assessment for Fundamentals of Entrepreneurship, ENT300.

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After all, great teamwork makes the dream work. We would like to thank all of the teammates for our hard work and the commitments that have been given in order to complete the business plan. We had sacrificed many things as this plan can be done successfully. We also would like to send our appreciation to our families for their moral support to do well in creating this business plan.

Thank you to our classmates by sharing the important information when needed. Lastly, we would like to thank those who have been involved in this business plan either directly or indirectly. They had been great helpers to us in the completion of the business plan. We believe that this business plan will give innovative ideas to encourage the local community into a challenging business.

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EXECUTIVE SUMMARY

Healthy Fruity Jam Company is a partnership-based corporation with six leading employees holding important positions. The manager is Nur Shahila, marketing staff is Aisya Hazlee, operation staff is Nurin Izzati, administrative staff is Aziatul Aliana and financial staff are Nursyaemah and Aifaa Natasya. The business capital is RM187, 321. The members have considerable business, distribution and finance expertise.

The business offers the amazing taste of jam with a variety choice of flavour that is made from fresh fruits coming from our farm at Cameron Highland. The jam is suitable to eat with bread, biscuit and also can be used as filling for the cake. The flavour that was provided are strawberry flavour, pineapple flavour, grapes flavour and mango flavour. It is located at Cameron Highland Central Market Brinchang, 39000 Brinchang, Pahang.

The business is estimated as an explosion of growth over the year. Bandar Cameron Highland Pahang is seen as the strategic place to innovate the mainstream of Jam into a whole new experience of product which is Healthy Fruity Jam to the community. The marketing strategy of Healthy Fruity Jam is to achieve revenue growth of at least 10% per year. The prices of Fruity Jam are affordable to the community. The place of this business is also near to the famous places which tourists always visited such as kea farm, sheep farm, house of lavender and other places. The members have service and a commitments plan to colour the brand through the website and buntings to create bigger opportunities.