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ASSORTED CRYSTALLIZED FRUITS

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2.0 EXECUTIVE SUMMARY

The Business Plan is prepared for the purpose of:

Our business is planning on building a business using the concept of combining fruits and sugar together, creating a new form of dessert for the choice of the customer. The reason we choose this is because we are aware that majority people in town have not seen or unfamiliar with it. This is where the business will jump in and grab the opportunity to bring culture to YOU.

3. To be in line with the objective of "Mabuhay Sabah" which is to promote

Crystallized fruits, also known as glazed fruit or candied fruit to some people are similar in one way or another. The distinction between those three are legitimate as it can be used in all three.

4. As a business management guideline

As introduced, the delicacy has been around since the 14th century in France where a selection of fruits which are nearly ripen will be steep in sugar syrup and be left in it for a number of weeks to let it dry off any remaining water in the fruits and hence creating a natural method of preservation.

At the present, crystallized fruits can be seen mostly during holidays such as Easter where it usually be made into desserts such as tarts and cakes. However, crystallized fruits are famously known only in western countries. Not to worries though because at present the crystallized fruits fever has roamed Asia since the past few years where it has hit the streets of China, Korea and Japan.

This business will enable us to introduce Malaysians to the wonders of crystallized fruits. Malaysians with good sweet tooth will be able to taste this confiture at Warisan Square's Bazaar area where a section will be built dedicated to this business. Located at the heart of Kota Kinabalu Sabah, surrounded with areas of tourist attractions, hotels and office building, we are planning to take the utmost advantages to attract the possible customers from various types of age group by introducing them with our various ranges of products and services.