



FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)
BUSINESS PLAN

NUTCHABITE
(Gaya Street, Kota Kinabalu)
Bakery

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EXECUTIVE SUMMARY

Nutchabite is a business that can be categorized as a Small Medium Enterprise (SME) which produces and sells desserts to customers. We are specialized in 'Kek Tapak Kuda' and it is the main product sold in the shop. Nutchabite consists of five partnerships who contributes the same amount of capital and hold different tasks and responsibilities in order to manage the business.

Through our long-term research and scouting, we planned the setup of this business because we can see a bigger picture of the future in this sector. Moreover, we discovered that people have demands for the dessert, so we decided to push the production and sale of 'Kek Tapak Kuda' at a reasonable price with premium quality.