



(ENT 300)  
FUNDAMENTAL OF ENTREPRENEURSHIP

*"HOLA FRESH"*

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Miss Faridah Mohd Shah,  
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Miss,

**Submission of Business Plan Proposal (ENT 300)**

Referring to the subject stated above, we would like to submit the proposal of our project paper for our ETR 300 subject.

02. This business plan was completed according to the guidelines and requirements given according to our subject syllabus. This business plan also constructed to serve as a blueprint and guide for a proposed business venture which covers administration, marketing, operation, and financial aspects.

03. We hope that this business plan that we proposed does fulfill your requirement. Any mistakes or lack in any area falls fully on us and we appreciate any comments or remarks on our project in order to help us improve it and ourselves as well. Thank you for your guidance and time to go through our business plan and analyzing it. With all our efforts we hope that you will approve this business plan that we produced. Finally, with the cooperation that arises among us can enhance a good collaboration.

Yours sincerely,

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(AIYUB BIN GAMS)

General Manager



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## EXECUTIVE SUMMARY

All our proud and praise to Creator Allah S.W.T and Prophet Muhammad S.A.W.

Alhamdulillah syukur, and very thankful to Allah S.W.T. because of his blessing to us we finished in complete our project paper ENT 300 with successfully.

For nowadays, to entering new areas of perspective after graduate, is important phase to be aware and learned. For the prospect of business, this project plan of business is hopefully can be as one way for us, to practice our ability and interest in other way, to be a guideline to encourage our effort for becoming an educative business people.

This business plan can be effectively used for those who like to create a new business or to the new entrepreneur. Of course we cannot deny the risks that we had faced and many obstacles and problem in order to finish up this project. However, from tolerance and responsibility from each members with high effort and plus, advises and encouragement from many parties especially our lecturer Miss Faridah Mohd Shah, here now we present this project with success and well completed. In addition, we really appreciate the help from our family and friends that directly or indirectly involve to the successful of this project.

Finally, hopefully that this business plans proposal will be a valuable meaning as a guide to those who want to know how the business is working in clearly, correctly and effectively manner of establishment and process management.

*we strive to make you feel good*  
Thank You.

## **1.0 INTRODUCTION**

Hola Fresh is a mini cafe that located in 1 Borneo Hypermall that allows the entire people get the real fresh juice that can give them satisfaction and feel the real feeling of fresh. Besides, we also provide waffle that very famous and become favourite to many people nowadays. Hola Fresh product is suitable for all types of ages either children or oldest. The juice that we sell is not just fresh but also give benefits to our customer, we produce the juice from fresh fruit that contains natural benefit that good for our health. Hola Fresh is able to serve the entire people in one quick convenient visit.

While there are many “mini cafe” like Hola Fresh, Hola Fresh will excel due to its attention to detail regarding customer service. Through unheralded customer attention, Hola Fresh will slowly but surely gain market share as it services the all people, creating long-term relationships. Lastly, Hola Fresh location that just near with front door of the One Borneo Hypermall will attract people to come.

People in One Borneo have decided to come to Hola Fresh when they want to drink something fresh after tired shopping. They also can sit and for a while and have a conversation with their friend while enjoying the juice and waffle we serve. Hola Fresh will take this opportunity to provide the finest and highest quality of services to all customers, despite their age or gender.

We, Hola Fresh, saw the opportunity that this business has the potential of success provided that it is handled efficiently. People will always choose the best product to be their first choice in anything especially for something to be eaten and drinks, they also need a place that comfortable and convenient. Hola Fresh sees this as a way to prosper in this market, by taking advantage of all these people's need.