



اُونِيُوَرَسِيْتِي تِيكْنُولُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN BUSINESS STUDIES

(ENT300)

FUNDAMENTAL OF ENTREPRENEURSHIP

Universiti Teknologi MARA (UiTM) Caw. Sabah
Beg Berkunci 71,
88997 Kota Kinabalu, Sabah

BUSINESS PLAN

FRUIT LOOPS & CO



FRUIT LOOPS

PREPARED BY

| NAME | ID NUMBER |
|----------------------------|------------|
| KHAIRUL IKHWAN BIN MUALSAN | 2013653116 |
| MOHD HISYAM BIN ADZHARI | 2013800686 |
| FATHIA ANIS BINTI SAZALI | 2013827992 |
| NAREESA BINTI NOORHAM | 2013682926 |
| KHALILAH BINTI AWANG | 2013830006 |
| NURUL FATIN BINTI BACHO | 2013671128 |

PARTNERSHIP AGREEMENT

All of partners are agree to sign this partnership agreement on 29 December 2014 and witnessed by two lawyers from Mr. S.Raj Kumar and Mr. Lim Chu Lai has been appointed for this purpose. The function of this partnership agreement is to avoid any fraudulent and deception that might be happen during the operation of business and ensure business run efficiently and effectively.

Below are the partnership of FRUIT LOOPS & CO:

| NAME | IDENTIFICATION CARD |
|-----------------------------|---------------------|
| Khairul Ikhwan Bin Mualasan | 951001-12-5045 |
| Mohd Hisyam Bin Adzhari | 950731-12-6045 |
| Fathia Anis Binti Sazali | 951027-10-5528 |
| Nareesa Binti Noorham | 950520-12-6694 |
| Khalilah Binti Awang | 920124-12-6492 |

We all strength in one roof of FRUIT LOOPS & CO will strive to bring our product to customer and market nationally also internationally in the future.

We are all come with the mutual agreement in relation to the sharing of information, openness, trust and decision making involvement which lead to the successful of our company FRUIT LOOPS & CO. We are agreed to work together and strive till the end in gaining the target profit and achieving our mission and vision. This agreement is a symbol of our continue partnership and we will work with each other in good faith and having a close relationship with one another in ensuring the successful of our company.

1) Company's Name

Five partners under Partnership Act Registered 1961 (Amendment 1974) established FRUIT LOOPS & CO

2) Business Form

Our business operation and administration will base on the Business Registration Act 1956 (revised 1978) and our business carry on the partnership.

3) Business Location

Fruit Loops & Co

Lot 38, Ground Floor 1 Borneo Hypermall

Jalan UMS, Kota Kinabalu

Sabah

4) The Business Start

Our business start on 1st January 2015. This business will not be dissolve if one of Partners is death but it will be dissolve if all partners are agreed to dissolve it.

1.1 EXECUTIVE SUMMARY

This business is based on partnership where it consist of four(4) members which hold important position in the company such as General Manager, Administrative Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM 90 000.00 where the total contribution of each member RM15 000.00.

Sushi Fruits is one of the most popular product in our company. Fruit Loops with the tagline "*as sweet as your smile*" that are located at lot 38, ground floor One Borneo Hypermall, Jalan Ums, Kota Kinabalu Sabah.

Fruit Loops is company which focus on food production in Malaysia. Sushi is one of the favourite foods in Japan and also in Malaysia. We try hard to innovation the product which is the combination of the sushi rice and fruits. Other products that our company also produce is Casablanca that are using mango as a main ingredients. The texture and colour of our product will be the main attraction in our company.

Based on our objective, we believe that our business have potential for being profitable business using the all marketing strategies to attract our customers. We expect that our business will become more development in futures with the innovation of fruits. The demand will increase during the accession but in the long term and profitable in future.

1.2 PRODUCT DESCRIPTION

Fruit Loops is about a combination between dessert and fruits. At Fruit Loops & Co have two main product which are Sushi Fruit and Casablanca. Sushi fruits are using the idea from a Japanese Cuisine where we change the concept and mix them with fruit. Sushi is the fruit of our company products that showcase the diversity of design and flavors. Each design has the uniqueness and freshness where every bite is able to give pleasure to the customers. Each type of fruit we produce sushi is using fresh fruits and guarantee quality. The idea to introduce this products we can through research where Sabahans who prefer sushi.

Casablanca product that our company produce the idea of dessert from Italy containing the main ingredient in cream nestle as couple with sense of mango fruit infused in each layer of the desserts.

Our company also produce fresh fruit juice , we take from a supplier that are daily send fresh fruit to our premise. The combination of fresh fruit and fresh milk which blend together to produce products that are more eye catching. Our company try hard to produce product that will satisfy our customer needs and wants.