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ENT 300**



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EXECUTIVE SUMMARY

The Dairy industry has a great future prospect as it is a necessity for customers including all stage of ages. Nowadays, people using most of their energy to contribute their works and daily routine activities. Therefore, I have established this company in order to fulfill the needs and help them to treat their health and fitness.

This company will be on 1 January 2021 by me and moral supports from family and members. I have decided to establish and register this company as a single ownership and also a sole proprietorship. I believe that single ownership has many advantages compared to other type of business. Dairy business which provides services and sales product in terms of healthy product.

This company main business is to sales and give the quality taste of milk and good nutrients to people body. Besides this company provide high quality of milk and serves many types of product based on milk. I believe that would attract more customers once they have gone through the experience and the taste of our product.

The business's main strength is the taste of high-quality milk. This product quality is based on how it makes and how the taste can be in various. This company take serious in keeping the product in good condition because I want people to taste the product with safe and help them to continue their daily routine with good nutrients in the body.

1.0 BUSINESS DESCRIPTIONS

1.1 Name of company

The company name that has been chosen is Haraz Dairy Milk Mini Mart. This company name based on product that my company produce which is milk. As we known that majority people like to drink or eat milk. It is because most of our food that we eat every single day is milk. Besides, milk also very healthy food which are help to growth especially for kids.

Nowadays, people always do so much activities that can affect to their health. So, my company created products that can help people to solve the health problem. Mostly my company create variety types of product based on milk like ice cream, cheese, flour and so on.

1.2 Factors in selecting the proposed business

I choose to make this business or product because I like to drink milk and other product that made from milk. I know that most people like to drink and eat milk. Other than that, I like to see how dairy produce from an animal such as cow milk. Also, there are goat milk, camel milk and other animal that can produce milk and safe to use it. Even though there are many companies serving the same product, I would like to try something different that people will always remember of my product.

My dairy product is actually using high quality farm animals but with good and reasonable cost. And also, we make some viral product that people like to eat nowadays such as milk chocolate ice cream, boba milk drink and cheesy sauce. These actually gave me an opportunity to attract people to taste unique of our milk. It is because people like to taste something new and tasty food. So, I tried to create the new product that can bring happiness to people and give them satisfaction.