



UNIVERSITI TEKNOLOGI MARA

ENT 300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

SWETO VALLEY ENTERPRISE

PREPARED BY:

ANNA ALICIA AGUSTINE	2011904619
BEATRICE OKIN	2011562597
CHRISCELLA PAULUS	2011191592
ERZIANA DONIS	2011376757
ROYDEE JOPULUS	2011736031

SEPTEMBER 2014

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EXECUTIVE SUMMARY

As the representative of Sweto Valley enterprise, I would like to thank everybody who had contributed to this business plan especially to all my partners which are:

1. Erziana Donis
2. Anna Alicia Augustine
3. Chriscella Paulus
4. Beatrice Okin

All of us had sacrificed our time, our energy and money to ensure that this Business Plan is done well. We really hope that this Business Plan could bring us to achieve our goals in business.

We would like to apologize for all of our mistakes either directly or indirectly as we as human are not slipped out from making mistakes. However, we would like to achieve towards success with you.

I hope this business can achieve success with the cooperation from all shareholders and support from consumer towards our product which can lead to a healthier lifestyle. I believed that all difficulties that to be faced in the future can be handled as long as we are supporting each other.

Sincerely,

.....

(ROYDEE JOPULUS)

General Manager,

Sweto Valley.

INTRODUCTION

Under the subject of ENT300, our group which is formed with name Sweto Valley Enterprise had select to open a cafeteria which produce food product based on sweet potatoes. Although this business is rarely exist especially in the area of Kota Kinabalu, we believed that this business that we are going to run have bright potential to be developed because this kind of cafeteria which served sweet potatoes-based food product had not been implemented in wider range of business. Other than that, our food products have various benefits in terms of health. Our food product is the perfect choice to be consumed especially for those who aim for a healthy and balanced diet. This is because sweet potatoes contain Vitamin B6 helps to reduce the chemical homocysteine in our bodies. Homocysteine has been linked with degenerative diseases, including the prevention of heart attacks. Other than that, it also contain vitamin C which is important to help ward off cold and flu viruses, few people are aware that this crucial vitamin plays an important role in bone and tooth formation, digestion, and blood cell formation. It helps accelerate wound healing, produces collagen which helps maintain skin's youthful elasticity, and is essential to helping us cope with stress. It even appears to help protect our body against toxins that may be linked to cancer. They contain Vitamin D which is critical for immune system and overall health at this time of year. Both a vitamin and a hormone, vitamin D is primarily made in our bodies as a result of getting adequate sunlight. You may have heard about seasonal affective disorder (or SAD, as it is also called), which is linked to inadequate sunlight and therefore a vitamin D deficiency. Vitamin D plays an important role in our energy levels, moods, and helps to build healthy bones, heart, nerves, skin, and teeth, and it supports the thyroid gland. Most people are aware that we need the mineral iron to have adequate energy, but iron plays other important roles in our body, including red and white blood cell production, resistance to stress, proper immune functioning, and the metabolizing of protein, among other things. Last but not least, Sweet potatoes are a good source of magnesium, which is the relaxation and anti-stress mineral. Magnesium is necessary for healthy artery, blood, bone, heart, muscle, and nerve function.

PURPOSE OF BUSINESS PLAN

This business plan is prepared by Sweto Valley Enterprise for the purpose of

1. To fulfil the appeal of the government for the Bumiputera participation in business field
2. To expand our business and step forward to generate new ideas of food product
3. To act as a guidance on how to make business plan
4. To understand and know the objective and inform all the members of organization and ensure they can achieve with the use of all resources
5. To seek for opportunities to expand business in market
6. To complete the requirement of ENT300