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UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP

(ENT300)

BANANA HOUSE

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DIPLOMA IN SPORTS STUDIES

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EXECUTIVE SUMMARY

Banana House is our company's name, which consists of seven members to form partnership. Each partner contributes particular amount of capital which has been agreed in the contract. The major business activity is selling banana coated. Our shop is located Jalan Canna, 93350 Tabuan Tranquility, Kuching Sarawak. The main purpose we choose this area because this area is very strategic with many people near with our shop. We will provide the best and fast services to our customers.

There are no passive partners in this business and all of us are assigned with the respective business management posts. We assigned Hilimena Anak Jeffery Juing as our General Manager, Norfazilah binti Kallam as our Marketing Manager, Shally Anak James and as our Assistant Marketing Manager, Nathasha Essa Lewat as our Operation Manager and Condrad Getruda as our Assistant Operation Manager, Juliah Asok as our Administration Manager and Dayang Nasfurizan binti Abang Abdul Manap as our Financial Manager. All of us are assigned based on our respective education qualification, experience, skills and capability.

Diploma in Sports Science

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7 October 2015

Madam,

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 ENT300 subject.

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.

We hope that this business plan that we proposed does fulfill your requirements. 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,



(HILIMENA ANAK JEFFERY JUING)

Manager of Banana House Enterprise

1.0 BUSINESS PLAN

1.1 Name of company : Banana House

1.2 Nature of business :

Banana is one of a Malaysia's local fruit. It consist of many types of bananas with each types have its own unique and characteristic. For our product which is called Banana Coated, we are using Pisang Mas or the scientific name is Lady Finger Banana as the main ingredients, this is because, Lady Finger Banana are sweeter than other types of banana as well as easy to find in Malaysia. Lady Finger Banana also have a dwarfs species which is the fruit will grow for only 4 - 5 inches. The size of the banana will make it easier for us to decorate the banana with chocolate and also easier for us on cutting the banana. Our products are made from banana and coated with the main flavour. We also provide other flavours that such as vanilla, strawberry, neopolitan and raspberry. Neopolitan is combination flavour of vanilla, strawberry and chocolate.

1.3 Industry Profile : Food Industry

1.4 Location of business : Jalan Canna, 93350
Tabuan Tranquility,
Kuching Sarawak.

1.5 Date of commencement : 7th November 2016