



اَبُو بَكْرٍ سَيِّدِي تَيْكُو لُو كِي وَبَارَا
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FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

CHEMTECH ENTERPRISE

ROSELLE SODA

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EXECUTIVE SUMMARY

ChemTech Enterprise is a start-up soft drink company and a shop retail establishment that is located at No 21, Jalan Gunung 32, Bandar Seri Alam, 81750, Masai, Johor. We produced a particular soft drink called Roselle Soda that is expected to catch the interest of a regular loyal customer base with its new introduction of carbonate products based on Roselle flower . Our company plans to build a strong market position in town , due to the partner's industry experience and mild competitive climate in Pasir Gudang and Masai area .

Next, we focused on one type of soft drink that is still new in market but could achieve the tastebuds of the locals here. Roselle soda will caters to all of its customers by providing each customer soft drink product made to suit customer , down to the smallest detail . Our shop also provides freshly prepared Roselle carbonated drinks all times during business operations .

Hence, the aim of the production of Roselle Soda is to refresh people about roselle . We also want to make differences in the food and beverage industry and inspire people . ChemTech Enterprise aims to offer high quality of soft drink made of Roselle, Roselle Soda, at a competitive price to meet the demand of the middle-to higher-income local market area residents and tourists .

Lastly, we introduced this kind of Roselle Soda is just because to introduce to people about other usage of Roselle flower. In addition, it is the first roselle soda ever made. The production of Roselle Soda is expected to make a change in the soft drink industries too..

1. Introduction

ChemTech Enterprise is a new business company formed that focuses on the production of soft drink that comes in Roselles's flavor. We named it as 'Roselle Soda'. As we started off from scratch, we realize that we are still a brand new branding in this large commercialized Food&Beverage Industry.

However, aligned with our vision which is ' To bring people a quality soft drink that can satisfy people's desire' and our mission which is ' Making a difference in the soft drink industry and to inspire people' , we believe that our product can go far in this business world. Our Roselle's Soda is made of special picked Roselle flowers fresh from the farm and a high quality usage of Carbonated Sparkling Carbon Dioxide Gas to ensure that the percentage of gases inside the drink is toleratable to human health but still has the same taste as the normal soft drinks in store. We also hope by this product launch,we can inspire people to do what they like, enjoy with who they want as they drink our Roselle's Soda.

Thus, as a start, we had already choose the perfect location to start off our business which is a building located at No 21, Jalan Gunung 32, Bandar Seri Alam, 81750, Masai, Johor. This place is strategical as it is near to a restaurant and a convenience store.

Next, we choose 1st January 2018 as the date of our business's commencement as we need plenty of time to ensure that everything in store are fully prepared to operate.