



FUNDAMENTALS OF ENTRENEURSHIP (ENT300)

BUSINESS PLAN

FLAVOUR FIELD

FOOD AND BEVERAGES INDUSTRY

PREPARED BY

FACULTY & PROGRAMME : DIPLOMA IN BUSINESS STUDIES

SEMESTER :PART 5

PROJECT TITLE :BUSINESS PLAN

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SUBMISSION LETTERS

NURUL SHAFIQAH BINTI RAMZIE

Lot 5535, Desa Indah ,

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MADAM AGNES KANYAN

Lecture of ENT300 Entrepreneurship

UITM Sarawak Kampus Mukah

Madam,

SUBMISSION OF BUSINESS PLAN

As stated , I'm Nurul Shafiqah Binti Ramzie (2015591779) as the representative of my group acting on behalf of my follow partners would be interested in submitting our business plan which is Flavour Field for your viewing purposes.

We also have followed all the procedure, steps and orders for us to prepare this business plan.

EXECUTIVE SUMMARY

Our company's name is Flavour Field and the form of our company is partnership business. Each of our partners contributes RM12,000 for the capital.

Our company's vision is to be the largest and the most successful beverages business in Malaysia and can meet customers' demand. Meanwhile, our mission are we serve only excellent quality of services and high quality products which genuinely pure fresh and organic and to create a healthy beverage that contain abundance of nutrients with flavourful taste .

Thus, our company focuses on supplying healthy beverage to residents of Mukah and students from UITM and POLITEKNIK. Our company provides organic smoothies which purely made from fruits and free from any preservatives , food colouring and animal fat. Furthermore , the ingredients that we use to make smoothie is fresh.

We as a team agreed to select our partners based on their skills and ability to the position are Nurul Shafiqah Binti Ramzie as the General and Administrative Manager , Mohd Hidayatullah Bin Suip as Marketing Manager , Aidawatie Binti Adam Malek as Operation Manager and Nurul Afiqah Binti Bolhan as Financial Manager .

Lastly, the business is estimated to commence on 1st January 2019 .

CHAPTER 1- INTRODUCTION

1.1 INTRODUCTION TO THE BUSINESS

Name of the business	:Flavour Field
Nature of the business	:Partnership
Industry profile	:Food and beverages industry
Business location	:Mukah , Sarawak
Date of commencement	:1/1/2019

Factors in selecting the proposed business:

- a) We choose this business because we want to serve our product that contains abundance of nutrients and yet can be consume daily by everyone especially for those who really taking care of their diet
- b) We want our customers buy our best quality of drinks from different kind of fruits that can give them energy and satisfy their needs.

Future prospects of the business

- a) We hope that we can open many branch in Sarawak , Sabah and Peninsular Malaysia.
- b) Be no.1 best drink award in Malaysia

1.2 PURPOSE OF BUSINESS PLAN

- I. As a guideline in managing our business in the future and also indicator of our performance throughout a year.
- II. The resources can be utilized effectively in order to avoid wastage and minimize cost