



اَوْنِيُوْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
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MARA

FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT300)

BUSINESS PLAN

FRUGEN

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1.1 EXECUTIVE SUMMARY

FRUGEN Company is the new company that operated in Malaysia since 2016. Our company is actively owned by the partnerships where it consists of five (5) members who hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. . We recognized that our limitation of attempting to manufacture our products in a small premise. This product has high future prospects because our products are new products that has a variety of specialty and will be highly demanded by the customers.

Our total business capital is RM 60 000 which is all from the total of partners contribution. Frugen is one of the best company product in Malaysia which with the tagline of 'No Wrinkles, Stay Young'. Fruge is located at Ground Floor of 1Borneo Hypermall. Frugen is focused on the juices that can bring healthy benefits with an addition of collage from the seaweed collagen. Moreover, the simple steps and ingredients give a lot of benefits to our company and we are highly confident that our market can be easily developed and spread in Malaysia.

Our business is expected to commence on 2015 and our vision is to make our company a well-known, established and satisfied by our customer in order to expand our juices to attract other juice company to deal with us with a better price. This will be realized by the full cooperation and efforts among the partners to promote company.

VISION

- To make our company to be the best company in producing healthy drinks.
- To ensure that our product can break through the market in short term.

MISSION

- To ensure that our customers get the high quality and delicious juices.
- To achieve customer satisfaction so they can build trust to our product.
- Giving the best services that comes with the good quality of drinks.
- To achieve higher profit by using the minimum cost of production.
- Tried our best to fulfill the customer needs.

GOALS

- Raise funding to expand or to franchise in the fourth year of operation.