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1.1 Executive summary

Our company name is Health Hut which is our business to provide healthy food, beverage and services to the customers. This company formed by the partners, whom are:-

Russell Elios – General Manager

Lovly Natasha – Sales & Marketing Manager

Hairon Gagau – Financial Manager

We started the business with the total capital of RM 300 000 and we had 8 workers including General Manager, Sales & Marketing Manager and Financial Manager.

Our target market are teenagers, young adults, adults and old folks where we are focusing on those who cares of their food taking.

As a conclusion, business plan is requires to all entrepreneurs to open new business. Business plan is prepared for a group of people, for example bankers, suppliers, customers and employees. In this business plan, we included chapters that contain organization, administration, marketing, operational and financial plan.



1.2 Purpose of Business

This business plan is prepared by Health Hut Sdn Bhd. The purposes are:-

- ✓ To provide food and services for the customers.
- ✓ To market our new product of healthy food.
- ✓ As a ground place in promoting healthy food.
- ✓ As a guideline in managing the business or the proposed venture.
- ✓ To make people aware with healthy lifestyles.
- ✓ To add the numbers of the Bumiputera involvement as an entrepreneur.
- ✓ To fulfill the requirement of the ENT300 course.

1.3 Business Background

Our company name is Health Hut where we provide food and services. We started our business in the middle of 2014 at 10th June. Our business started on a small store in a shopping mall with a purpose to introduce people with healthy food and drinks.

Our company comprises 3 partners consisting of Russell Elios as a General Manager, Lovly Natasha as a Marketing Manager, and Hairon Gagau as Financial Manager. Moreover, our company uses capital of 300,000.00 Ringgit Malaysia to starts this business.