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BUSINESS NAME

DurianKinin

PRODUCT NAME

Musang King, Cendol and Durian paste

PREPARED FOR:

Madam Thahira Bibi T.K. Muthu Koya Thanga

PREPARED BY:

KHAIRUL HAKIMI BIN ROSEHA @ MOHD KHAIDIR	2018679398
AHMAD WAFIY BIN AHMAD NASIR	2010123456
MUHAMMAD HASNUL HAKIM BIN NOHARDY	2018675888
MUHAMMMAD HAMZI BIN HASRI	2018675384
MUHAMMAD NAJMI IMRAN BIN MOHD HAMZAN	2018683926
MOHAMMAD AIMAN BIN AIZAM	2018800374

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TABLE OF CONTENTS

TOPICS	Page
Executive summary	5
1.0 Introduction	6-7
2.0 Purpose	8-9
3.0 Business Background	10-11
4.0 Background of Partnership	12-17
5.0 Location of business	18-20
6.0 Administration plan	21-27
7.0 Marketing plan	28-42
8.0 Operational plan	47-52
9.0 Financial plan	53-65
10.0 Conclusion	66
11.0 Appendices	67-69
12.0 Partnership agreement	70-71

EXECUTIVE SUMMARY

In Malaysia, selling fruits as a business is a common thing to be sell on the marketing. One of the common fruits that has been sold by the entrepreneur in Malaysia is Durian fruits. Because of the unique taste of the fruits, it become popular attraction to the locals and the foreigner. Based on my observation people at my location, most of them like to buy durian flesh instead of the whole durian. For example, people that live at hotel or apartment cannot bring the durian fruit because of the smell that the durian make. In addition, the durian also has a pointy shell that could hurt someone if not disposed correctly. From that, my team inspired to start a business by selling durian flesh in a box and delivery it to them. In addition, to make it well known we started the business at a shop at the Platinum Walk, Setapak. To make a proper business, we put addition to the menu where there are also cendol and durian paste.

The place chosen for the business is at Platinum Walk, Setapak. Because of the strategic location, there will be a customer that loves durian come to the shop. The targeted customer will be the durian'lover, family and adults. This is because the price of the product is high ,so it can be afford by them. In the shop there will be a chiller for the ice to make the cendol. Besides, to make the fruits last longer, the durian flesh in the box will be put in the chiller also. There are six partners in making this business success. The general manager,administration manager, marketing manager, 2 operation manager and a financial manager.

1 Introduction

1.1 Name of the Business

DurianKinin- It is because this is a food business.

The business which is the durian product that were taken at the durian's orchard be sell at the shop. 'Kinin' is the name of our group for the business. In conclusion, DurianKinin means our group sell durian.

1.2 Nature of Business

The nature of business is food and delivery services. The main product for this business is the durian/ durian flesh. Then, the cendol and durian paste.

1.3 Industry Profile

The objective of this business to deliver good and high quality Durian fruits tothe people around the area. People that enjoy durian also can enjoy cendolto prevent the thirst in a sunny day. In addition, Kuala Lumpur, Malaysia is quite hot, so people can lose their thirst by enjoying the cendol.