



UNIVERSITI TEKNOLOGI MARA

ENT 300  
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN  
D'STEVIA CORPORATION

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**D'STEVIA  
CORPORATION**



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**D'STEVIA  
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## **1.0 INRODUCTION**

### **1.1 EXECUTIVE SUMMARY**

D'Stevia Corporation is to be established on January 2014. This company is established purposely to involve in poultry especially in livestock. The project will take place on a specific lot at 1Borneo Kk.

Nowadays, the value of money cannot be compared with the value of health. As many chronic diseases arise due to the lack of awareness of healthy diet, the society begins to realize how important the healthy food consumption in which it will surely affects our life in the future. Therefore, they are willing to spend more to make sure that the foods they consume everyday guarantee their healthiness. In relation with the matter, we come up with a solution that is sugar substitutes concept in which we apply stevia sugar substitutes without any chemical substance as a main sweetener in the production of our food and beverages. This simultaneously will ensure the decrease in rate of diseases caused by excessive consumption of sugar particularly diabetes.

We named our shop as D'Stevia Corporation which focuses on production of food and beverages that used Stevia as a sweetener base on our main product with organic method. We have chosen this type of business after considering the market trend and the future prospect of this business. We targeted to sell our product to, Individual Buyer & particularly for the people with illnesses caused by sugar and to the people that aware to take an early prevention to disease caused by excessive uses of sugar.

## 1.2 BUSINESS PLAN PURPOSE

The main purpose of this business plan is for the reference of several audiences / parties such as:

1. The Entrepreneurs (D'Stevia Corporation Managers).
  - To better understand the purpose of the business and act as guideline to manage the business effectively and efficiently.
2. Financial Institutions.
  - Assist and help the financial institution to evaluate the capability of the proposed project and provide loan for the business.
3. Suppliers.
  - Help convince suppliers of the viability of our business venture thus benefiting both the suppliers and our company in the long term business arrangement.
4. Company Staffs / Workers.
  - Help workers to understand the business's goals and objectives and give a guideline to them regarding their job duties and responsibilities.
5. Customers.
  - Persuade and influence our customers regarding the products being offered and gives assurance and confidence to them to have business with us.