



UNIVERSITI TEKNOLOGI MARA
CAWANGAN SABAH

FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT 300)

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EXECUTIVE SUMMARY

The name of our company is Secret Ingredient. Secret ingredient is a business that provides foods and drinks. Our main menu is cold dessert. The nature of our business is partnership.

Our main cafe is located at Alamesra, Kota Kinabalu. Secret Ingredient, Lorong Plaza Permai 6, Lot85, J-1, 88400, Kota Kinabalu, Sabah. We aspect to start up our business on 14th February 2014.

The future prospects of our business are people around Malaysia and at the same time aiming the international customer. This is because, not many café around Malaysia provide this menu and we aspect this business have a high potential to expand.

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1.1 PURPOSE OF BUSINESS PLAN

This business plan is prepared by Secret Ingredient. The purposes are:-

- To convince the financial institution for the loan
- As a guideline to start a business
- To increase the involvement of *Bumiputera* in entrepreneurship.
- To assess whether this business able to compete with the other dessert business