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UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENUERSHIP

(ETR 300)

BUSINESS PLAN PROPOSAL

JUICE PARADISE

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EXECUTIVE SUMMARY

This business plan is Juice Paradise, a new small-sized cafeteria located at One Borneo Hypermall which leisure places, Kota Kinabalu. Juice Paradise emphasis will be on healthy juice drinks.

The market can be segmented into three different groups that it aims to target. The groups are women, men and children. This type of groups will go thru our cafeteria during go and return from Office and also during weekend for leisure purpose.

Juice Paradise has assembled a strong management team. Firstly, Nur Khairunnisa Mohd Salleh will be the General Manager also reacts as an office leader to ensure all the restaurant activity will work effectively; Saida Alias will be responsible for all the operation process from raw material to customer or end user. Next, Sarina Mohd Arif will be responsible for all of the finance and accounting functions which will be invaluable in keeping Juice Paradise on track and profitable. Marketing Manager is Fennie Petrus which will be arranging the entire marketing project to introduce our cafeteria to the public which including planning all the marketing strategy. Last but not least, the Administration Manager, Mohammad Raimi Ramlan responsible to control all the activity outside and will act as a public relation to deal with the supplier.

Our business will be set as a partnership business. We all agree to undertake a joint business and jointly own the business and will carry out the business, share the capital, and profits. Our contribution is RM 18000 and some contribution of assets such as laptop, blender, freezer and refrigerator. Other resources of capital will be from the bank. We will take loan as RM 15,000.



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1.0 INTRODUCTION

First and foremost, the name of our shop is 'Juice Paradise'. The idea of using this name because we want to attract people to come our shop. This is because 'Juice Paradise' provides healthy juices with the combination of various fruits flavours to our customer. Furthermore, the fresh healthy juices provide more nutrients than solely eating the whole vegetables and fruits.

Besides, our location will be at One Borneo Hyper mall, Kota Kinabalu. We think that, this place is the most suitable for us, because the market size is large. People can easily go to our shop because our location is strategic and near to the main road that always use by the people that want go to the Kota Kinabalu City.

In addition, our business providing several of healthy juices with a reasonable prices. Thus, we want to open a mini cafe. It is a new concept of mini cafe which is applying the concept of island. Customers who come here will feel like they are in a vacation at the island. This is because we display our cafe with pictures of island like Sipadan Island, Mabul Island, Tampi-Tampi Island and many more. The beauty of island will make our customer feel more comfortable while enjoying their drinks.

The uniqueness of our cafe, we are using fresh fruits from the supplier at the market. This is because we want to serve our customer with a good quality of juices. In addition, we also provide some snack food to our customer such as cup cakes, ice cream and waffle.

There are many reasons why we choose this juice business because it is a healthy drink that can be drinks by all people. In fact, fruit juices and fruits in general are often referred to as cleansers because their natural acidity helps the body rid itself of unwanted bacteria (NST). Since there's less competitors who sell healthy juices to their customers, we would like to be the



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first entrepreneurs to serve healthy juices to the people. These healthy juices can be serving to all genders and ages. We also focused on the children and women.

Secondly, another factor selecting the purposed business is because of our interest in juice making. This is because this field have export potential of fruit juices. “Manufacturer should take advantage of the country’s abundance of tropical fruits to process them into juices for export” (New Straits Times). By doing this business, we will get the profit regarding to the potential of enlarging our business. This is worth an investment since Sabah is tropical countries which serve various kinds of fruits unlike the overseas countries.

Thirdly, we have strategic location to promote and sell our product. We choose I Borneo as our market place to sells our products. This is because; I Borneo had become the favourite place for the citizen at Kota Kinabalu and nearest districts to shops and etc. Unlike before, I Borneo had been visited by many people from the early opening of the malls. It also visited by the tourists. I Borneo also easy to be reached by the university students form UMS (University

Malaysia Sabah) and UiTM. Our shop will be located next to GIANT supermarket at the ground floors. It also located in front of the MC Donald. It will be easy to promote our products since people are passing by the area.

The next factor is, there are fewer competitors in juice making especially healthy juices making. The surveyed made showed that, there were lots of kiosk selling drinks, namely Cool City, Daily Fresh, Nelson, Nyonya House, Tea \$ Coffee and etc. We will be the first shops selling healthy juices to the customers. We sells juices with less sugar, tasty and of course healthy than the others drinks sells by the competitors.

Furthermore, healthy juices had become more popular these days. There’s a lots of juices packed in bottles, such as, Twister, Orange Juices, etc. Different with our shop, we will serve fresh healthy juices. Su Aziz shares five fruit and vegetable juices concocted by a hotel. Drinking juices and vegetable juices is a palatable and healthy way to quench your thirst, and what’s more,