



**ENT 300**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

SUGGESTION FOR REFERENCE:	
OVERALL BIZ PLAN	✓
INTRODUCTION	
ADMINISTRATION PLAN	
MARKETING PLAN	
OPERATION PLAN	
FINANCIAL PLAN	
CONCLUSION	

**BUSINESS PLAN**



**NIRA KITA ENTERPRISE**

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## **Executive Summary**

The business is based on a partnership, consisting of four members holding senior positions in the Nira Kita Enterprise, who are the Managing Director cum as Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The company's capital is approximately RM100 000, with each member contributing RM25 000.

The product is nira nipa. The nipa company and palm are located in Kampung Ruat, 06900 Yan, Kedah Darul Aman. Nira Kita Enterprise is a company based in Kedah that focuses on the nipa product and is marketed throughout Kedah and Kedah's neighbour.

Nira nipa is one of the most popular and exotic drinks produced by the nipa plant. Nira nipa is also popular because of its uniqueness and taste. Nira nipa is suitable for the summer day because it can give the body freshness.

Although many traders sell nira, but the taste of our nira have a different taste because it has a fat taste and is not too sweet. Based on research, nira nipa is one of the most unique drinks because it goes through a complicated process and takes a long time to extract its water. In addition, the massage process also requires a high level of experience and skill, because if it is done in the wrong way, nira will not come out indirectly wasting time and energy.

Our vision is to make our company well-known, to build and satisfy our customers in order to expand our nira nipa products. In addition, our vision is also to enable our brand to compete with other nira entrepreneurs. We will expect our business to develop more in the future because of our uniqueness taste, the demand will increase steadily. This will give us more advantages in order to make our product more profitable and stable in the long run. Therefore, this report sets out our business plan, which is to describe the proposed undertaking or project to be undertaken in a comprehensive manner.

## CHAPTER 1.0 : INTRODUCTION ( Business and Owner Description)

### 1.1 Business Description



In Nira Kita Entreprise Sdn Bhd, we produce the Nira nipah. This business is located at Kampung Ruat, Yan Kedah Darul Aman. Simply put, this exotic drink extracted from the nipa palm. It is a type of mangrove palm native to the tropical coastlines, where its trunk grows beneath the ground while the leaves and flowers blossom above the surface. The leaves can extend up to 30 feet in height, while the globular flowers are made out of many individual woody nuts on a single stalk. Our air nira is almost always drank as it is and this sweet and nutritious drink comes with abundance of essential integrant and mineral such as sucrose, protein, fiber, magnesium, vitamin A and much more. It hydrates and nourishes the body while keeping it energetic and refreshed, while providing countless health benefits including to aid digestion, act as a body coolant or a diabetic-friendly beverage replacement, as well as having the ability to improve liver functions. So far, our product get good feedback from costumer. This is because the taste of air nira not too sweet to taste and not tasteless. Its perfect taste that we can have on hot day. Besides, our nipah farm that located close to the sea give different taste between other nira where the nira has a slight sweet fat flavour. Our product also able to last for months as long as put in the freezer. Our nature of business is share partner which is compose by 4 members include admin manager, production manager,

marketing manager and financial manager. We selected this business because does not use high budget and we can produce our own raw materials.

### **Purpose of Business Plan**

A business plan is a written document that describes in detail how a business usually start up. Business plan also defines the objective and how the business works to achieve the company goals. A business plan lays out a written roadmap for the firm from operation, marketing and financial. Business plan are important documents used to attract investment before a company establish a proven track record. Business plan also a good way for companies to keep themselves on target going forward. The reason of this business plan is:

- i. To assess the business venture objectively, critically and practically which is help the admin to identify either this business can give profit or not. For the example, the admin wants to start a nira's project, so he make a plan to make sure that the project could work by following the plan and at the same time give high profit.
  
- ii. Besides, to study and evaluate the feasibility of the business. As the example, the owner of Nira Kita have to make sure and state the all the budget that can be used in the business such as utility, workers, transport that will be used to ship the product and many more. So, the owner have to identify what should to do to ensure effectiveness of nira nipa's project.