



ENT 300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

SUGGESTION FOR REFERENCE:

OVERALL BIZ PLAN

INTRODUCTION

ADMINISTRATION PLAN

MARKETING PLAN

✓

OPERATION PLAN

✓

FINANCIAL PLAN

CONCLUSION



BUSINESS NAME: MYLIFA JUICES

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EXECUTIVE SUMMARY

MYLIFA JUICES is a small company managed by four young ladies who are new to business. This company has been established since 2020 and has started the small business from home. The idea of company named has given from the four intelligent ladies. MYLIFA stands from our syllable name who is MY (aMYlia), LI (maLIhah) and FA (FAizatul & FATihah). JUICES is company based on our selling product which is juices. It is not an easy as you look. We have a lot of struggling and sacrificing on this product to make it dream come true as like our plans. We have made our decision after thinking for a long time and looking in every aspect. We see a lot of young people out there who are successful enough to generate high income by establishing a small business with a small capital. After that, we explore every business that is suitable to be managed. Alhamdulillah, we agreed to choose this business and path. It can also help us to generate some income.

CHAPTER 1.0: INTRODUCTION OF MYLIFA JUICES

1.0 INTRODUCTION TO THE BUSINESS

Business name : MYLIFA JUICES

Business address : Medan Sri Pulai, Jalan Behor Pulai, 01000 Kangar, Perlis

Nature of business : F&B

Factors in selecting the proposed business : Because it is easy to sell and people are also very love of fruit juice.

Future prospects of the business :

1.1 PURPOSE

1. *As a guideline for managing the business*

- We use the principle of original fruit authenticity. For your information in our business we only use the premium Mango to get the original and hire. We also treat our customers with principle first come first serve. So from that we will make our customers feel fair.

2. *To analyze and evaluate the viability of a proposed venture*

- We always do our best in our company as long as we run this company, MYLIFA JUICES. For instance, we always consider and listen to suggestions made about the company by more experienced people. To make our organization stronger from time to time. Our company will not be left behind from that point on.

1.2 BUSINESS BACKGROUND

Business name : MYLIFA JUICES

Business main activity: Selling juices

Business email : mylifajuce01@gmail.com

Business contact number : 012-4647209 (AIN) / 011-24235867 (HUSNA)

Website/social media (if appropriate) : MYLIFA.JUICES.Official

Business entity: Partnership

Business registration date : 01 January 2020

Business commencement date : 20 January 2020

Name of bank (for business) : BANK ISLAM

Business account number (current account) : 09010021015599