



UNIVERSITI TEKNOLOGI MARA

ENT 300  
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN  
EATTY BITTY FRUITS

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## EXECUTIVE SUMMARY

Eatty Bitty Fruits is a desserts café which is located in Tanjung Aru First Beach and Second Beach that allows the entire family to have their cravenness of something fresh, sweet and cold to be satisfied in one convenient location. Eatty Bitty Fruits will serves local as well as foreigners by providing the cheapest and closest desserts food they can get.

Even though there are many desserts café like Eatty Bitty Fruits in Sabah especially in Kota Kinabalu, we will always excel in terms of our customer service and production of products. We can promise our customer that we will only serve desserts with local fruits of Sabahan as toppings to suits our range of desserts as well as providing a high quality customer service by serving in a quick time and giving only a best taste of desserts.

Eatty Bitty Fruits will slowly but surely gain market share in a wide range of competition between other market share of desserts café as we will strive to create a long-term relationships between us and our precious customer. Other than that, the location of our café, Eatty Bitty Fruits, will allow it to attract a lot of walk-ins customer, regardless of whether they are local Sabahan or foreigners. People across the globe, especially the precious tourists of Sabah will always wants to come to our café it they ever need to fulfill what they want, for example, wanting to taste the local fruits of Sabah along with mouth watering desserts while enjoying the beautiful scenery of the beaches of Tanjung Aru.

Eatty Bitty Fruits has foreseen this opportunity to provide the finest and highest quality of desserts along with the added toppings of Sabahan local fruits to all people, despite their nationality or race. This has shown that Eatty Bitty Fruits has the desire to be one of the most successful desserts café in Malaysia. We will handle this business efficiently as people tend to have fresh, sweet and cold desserts whenever they are

## VISION

- To be the number one desserts café in Sabah by 2015

## MISSION

- To provide high-quality desserts in a comfortable atmosphere
- To make enough profit to generate a fair return for our investors
- To finance continued growth and development in quality products
- To maintain a friendly, fair, and creative work environment

## OBJECTIVES

- Attain sales of RM 70,000 in the first year.
- Increase second year sales by 50% and third year by 30%.
- Expand to four stores by the third year of business.



*Eatty Bitty Fruits*

Half the price, a little more.