



MARA UNIVERSITY OF TECHNOLOGY  
FACULTY OF ADMINISTRATIVE SCIENCE AND  
POLICY STUDIES

ETR 300  
FUNDAMENTALS OF ENTREPRENEURSHIP

MANUFACTURING OF FRESH AND FROZEN  
COCONUT MILK

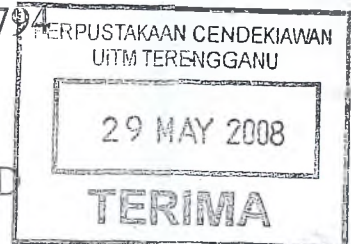
HOT TROPICO SDN BHD

PREPARED BY

VAN SALIZA BT WAN MUSTAFA	2005154239
ITI RAHANA BT HASAN	2005154340
ABIATUL ADDAWIYAH BT ANANG	2005154301
ARAH SHARIHAN BT HAZLAN	2005577794

Unit Perkhidmatan Maklumat  
Perpustakaan Cendekiawan  
UiTM Terengganu

PREPARED FOR  
PROF MADYA NORSIDAH BT AHMAD



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Universiti Teknologi MARA  
Terengganu  
23000 Dungun, Terengganu, MALAYSIA  
Tel : (09)8400 400  
Faks : (09)8400 107  
Email : http:// www.tganu.uitm.edu.my



Surat Kami : 100-KT(AKA/30/7/1)  
Tarikh : 28 Januari 2008

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Tuan/Puan

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<u>BIL.</u>	<u>NAMA</u>	<u>NO. PELAJAR</u>
1.	W. Saliza Bt W. Mustafa	2005154239
2.	Siti Rahana Bt Hasan	2005154340
3.	Rabiatul Addawiyah Bt Anang	2005154301
4.	Farah Sharihan Bt Hazlan	2005577794

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Segala maklumat yang telah disampaikan hanya akan digunakan untuk tujuan pembelajaran dan akan dianggap **SULIT** oleh pihak kami.

Sokongan dan kerjasama daripada pihak tuan/puan amat kami hargai dan diucapkan ribuan terima kasih.

Sekian, terima kasih.

**'KUALITI KOMITMEN KITA'**

Yang benar

**PROF. MADYA NORSIDAH AHMAD**  
Koordinator MEDEC



## **EXECUTIVE SUMMARY**

This business plan is essential to guide us in doing our business. It contains the marketing strategy, administration strategy, operational strategy and financial plan as to help us to run our business smoothly. For our business, we manufacture and sell fresh and frozen coconut milk. This business plan shows our planning on how to produce fresh and frozen coconuts milk to the target market or our potential customers, which stated in our marketing strategy. As we know there is shortage of the coconut milk. So, we take this opportunity to enter in this industry. From our view, this industry can develop very well and will benefit to us.

As a small and medium industry (SMI), it does not involve a very high cost for us to set up the business. We set up this business by our own contribution and also apply for bank loan. We will pay the loan within 7 years time. We hire 4 workers to help us in the operation in this business, suit with the equipment and machinery that we have.

The estimated cost for this business is about RM 48,000 per month and we estimate the expected return is about RM 70,000 per month. This is suitable with the demand of the coconut milk in Dungun area. We anticipate demand for coconut milk will increase in the month of September and October due to fasting month, Hari Raya celebration and school holiday respectively. As for the month of December, even though demand from education will be reduce due to holiday and semester break, we expect the demand will increase due to a lot of wedding functions will be held during this season.

## **1.0 CHAPTER 1 : INTRODUCTION**

Hot Tropic Sdn Bhd is a private limited company, consist of four shareholders. The General Manager is Farah Sharihan binti Hazlan, the Operational Manager is Rabiatal Addawiyah binti Anang, the Marketing Manager is Siti Rahana binti Hasan and the Financial Manager is Wan Saliza binti Wan Mustafa. Each shareholder is having equal equity contribution of 25% each.

Hot Tropic Sdn Bhd main business activity is processing fresh and frozen coconut milk. The company uses sophisticated machine to produce coconut milk in order to maintain the quality and freshness of the coconut milk to be distributed to regular wholesaler and customers.

With the change in today's lifestyle where people prefer fast, fresh, quality and chemical free products, the demand for fresh coconut milk has increased tremendously. In view of the positive development in this industry, we take the opportunity to get involve in this sector and expand the market segment. Our company is located at PT 3649, Bangunan Maidam 8A, Jalan Pak Sabah 23000, Dungun, Terengganu Darul Iman. We choose this location mainly because of its strategic location at the centre of Dungun town. This area is surrounded by residential properties which consist of approximately 1,000 houses. This can attract the people in the surrounding to seek for our services.

Terengganu is rich with the coconut as the place is suitable for the plantation of coconut. Thus, it will be easier to get coconut supply. Besides, Terengganu has a lot of places that attract local and foreign tourists. It has a lot of restaurants where they serve well-known 'nasi dagang' and other local delicacies that uses a lot of coconut milk. This factor has surely increased in the demands for the coconut milk from us.

We will commence our business on the 1<sup>st</sup> January 2009 after considering the preparation time to setup this business.

There are few factors that we must consider in selecting our proposed business. The selection of the business is important as it shows how successful our business is. As we know, the demand of the coconut milk nowadays is on increasing trend. We can always hear the shortage of the coconut lately. So, we grab this opportunity to ensure the demand will be fulfilled. From this, we know that our business can be expanded and

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