



DELIMALICIOUS ENTERPRISE

BY:

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| MUHAMMAD FAEZ BIN MOHD KAMARUZAMAN | (2012251966) |
| SHABRINA BINTI SAINUDIN | (2012227476) |
| SARAH HANIS BINTI ABDUL AZIZ | (2012656072) |
| FAZIRA BINTI MOHAMAD | (2012431232) |
| IZDIHAR AMMAR BIN JALALUDDIN | (2012480796) |

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FUNDAMENTALS OF ENTERPRENEURSHIP

FOR:

**MADAM SUHANA BINTI MUHAMAD
FACULTY OF BUSINESS MANAGEMENT
UITM KAMPUS PASIR GUDANG**

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Moreover, we would like to thank all of the group members that had been dedicated and doing this assignment together with a hard work. Our team work makes everything in doing this assignment possible. We also would like to thanks our family and friends for their support. Without them, our assignment will never come true.

Last but not least, we would like to thanks everyone that helps us in doing this assignment. Special thanks to one of them that is our mentor which is Daily Fresh Foods Enterprise that provide us some information about business plan and management.

EXECUTIVE SUMMARY

Delimalicious Enterprise was structured based on partnership where it consists of five (5) members that play an important role in the company organization. Delimalicious assign Muhammad Faez as General Manager, Shabrina as Human Resource, Sarah Hanis as Marketing Manager, Fazira as Operational Manager and finally Izdihar Ammar as Financial Manager. The business capital is amounted to RM51,527. Contribution of each five member is RM3000 per person, which gives a total of RM15000. To start the business, remaining of RM36,527 is needed. SME Bank make it possible as it loaned us the remaining RM36,527.

Delimalicious is located in Tebrau with address: DELIMALICIOUS ENTERPRISE, Lot S33, 2nd Floor, AEON Tebrau City Shopping Centre, Taman Desa Tebrau, 81100 Johor Bahru, Johor.

Delimalicious product is based on Delima fruit that have a lot of benefits to humans health such as can prevent and slow Alzheimer's disease, act as antioxidant, and lower cholesterol level in blood. We as a team of Delimalicious with tagline of "For Healthy Life" provide an idea to transform a raw Delima fruit into few dessert products such as ice cream, pudding and ice blended.

Besides, Delimalicious has an objective to improve our menu by introducing new products from time to time. Other than that, Delimalicious also holds a vision to become a famous franchise kiosk, with more than 50 outlets within 10 years, with a mission to provide customer with the finest quality of dessert and beverages that will make them healthier. This will be realized by the full cooperation and efforts among the partners to promote company.

In a nutshell, with a target market of people with age 10 to 60 years old with income of RM1000 and above, we are sure that our product will be popularize around Malaysia and for some time around the world as our product is not just delicious, yet it also good for health.