



ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

BANCO COMPANY

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FOR:

HANA

F BUSINESS MANAGEMENT

US PASIR GUDANG

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EXECUTIVE SUMMARY

This business is based on partnership where it consists of five (5) members which hold important duties in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM 15000 where the total contribution of each member is RM3, 000 and the rest RM25000 is from MARA's loan.

The flavour biscuit famous in our Banco Biscuit is Oreo oat wheat biscuit that covered by sweetened milk because it has many demand from the customer. "Now Everyone Can Eat" with that tagline for our company Banco Biscuit is located Pasir Gudang, Aeon Tebrau City Shopping Centre 1 Jalan Desa Tebrau 81100 Johor Bahru.

BANCO BISCUIT is a company which target on ^{Sn}sneak that contain healthy ingredient production in Malaysia. Biscuit is one of ~~sneak~~ that very commonly and always be a food in every time either in picnic, tea time at the evening and at the busy time. Beside that we make oat wheat biscuit is very suitable for every level age. The variety of flavor in our biscuit make this biscuit interesting and fun for any occasion. The size of this biscuit is most important because it small so that make the customer easy to bring it together everywhere and every time especially who is busy to eat so to get energy temporary it can eat our biscuit. Our biscuit is make from oats in an oatmeal cookie contain soluble fiber, which reduces your bad cholesterol level and decreases your risk of heart disease. Soluble fiber can also help regulate your blood sugar levels. Our biscuit is concept about healthy sneak so it contain ingredient based on wheat such vitamin, minerals and fiber. Folate is a B vitamin that helps you make energy and it also lowers the risk of certain birth defects. The same oatmeal cookie supplies tiny doses of vitamin A for healthy eyes and vitamin K, which clots your blood. Another good thing is the most notable mineral you'll get from an oatmeal cookie is iron. Iron plays a role in the formation of red blood cells and can also protect your immune system. The same oatmeal cookie delivers small amounts of potassium, which you need for healthy muscles, as well as zinc, which aids in wound healing.

Moreover, the simple steps and ingredients give a lot of benefits to our company and we are highly confident that our market can be easily developed and spread in Malaysia. We have make decision to sell the biscuit not only sell but can be as gift by packaging in the jars and the packet look like candy sweet so customer can make a demand to get the biscuit in big amount in achievable price.