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**HEALTHY TREE**

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**ENT 300**

**FUNDAMENTALS OF ENTERPRENEURSHIP**

**FACULTY OF BUSINESS MANAGEMENT (TRANSPORT)**

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# EXECUTIVE SUMMARY

This business is based on partnership where it consists of six (6) members which hold important positions in the company such as General Manager, Marketing Manager, Operational Manager, Financial Manager and Human Resource Manager. The business capital is amounted to RM 25000 where the total contribution of each member are RM 4000 and RM 5000 from General Manager. Contribution capital from each member family total up to RM 30000 where each family contribute RM 5000 each.

Healthy Tree has created healthy dessert which is our most popular healthy banana and habbatu sauda base ice cream and smoothies. Healthy Tree with tagline “Healthy On The Go” is located at Johor Bahru. Our business concept is mobile on the go, means we will go around Johor Bahru to promote our product.

HEALTHY TREE is a company which focuses on healthy dessert production in Malaysia. Ice cream and smoothies are the most popular dessert and are always on demand anytime and anywhere. The light and soft texture gives the delicious taste to this ice cream and smoothies to be marketable product as people love simple things especially food. 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.

To make it more attractive and interesting, we decided to make our dessert go around Johor Bahru to give every people in the Johor Bahru area to taste our product. Thus, give some innovation by implying our creativity and modern element in this ice cream and smoothies making. Nowadays, flavor is one of the important things in any products making so a new different flavour might be a new attraction to people. We have created three great flavor each for our ice cream and smoothies. We have done some research that Malaysia people nowadays are focuses on getting fit and healthy. Normally people who work out and on strict diet are stress looking for dessert that does not affect their calories intake that could destroy their diet. So, with our new innovation, they can just simply eat our product without feeling guilty about their diets