



UNIVERSITI TEKNOLOGI MARA SABAH KAMPUS  
KOTA KINABALU

FUNDAMENTAL OF ENTREPRENEURSHIP  
(ETR 300)

ABC OISHII

PREPARED BY:

ZULYEPAIMIN	(2008727485)
NINI AUDREY SUALIM	(2008541885)
NOORAZILAH BINTI NOORSALIN	(2008872881)
NOORAZRINE BINTI JOHARI	(2008314785)
DENNISIA F. LODUNGI	(2008547881)

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## 1.0 INTRODUCTION

### 1.1 EXECUTIVE SUMMARY

ABC Oishii is a business that deals with food and beverage industry in Malaysia. From the establishment of ABC Oishii business, it will totally distinctive with other business because we come out with varieties of desserts by serve it in different taste, attractive colours and the ingredients used. By walk in to our ABC Oishii outlet, customer will be serve better service and experience wonderful moment once enjoying our product.

The name of ABC Oishii chosen because we are marketing mix ice blended drinks with varieties of flavour add such as sweet corn, red beans, grass jelly and etc. The product also topped with shaved ice, colourful syrups and condensed milk serve to our customer. The "Oishii" word on the other hand, derive from the Japanese language that means delicious, so we are selling a delicious mix ice blended drinks to our customer.

The location for our outlet is at Sulaman Central, Sepanggar. From the location chosen, we believe that it is a strategic place to attract customers which we are targeting school and university students, teenagers and working people that can enjoy their desserts during lunch and leisure time. The differences of our product may bringing satisfaction, happiness, and joy to customer whom we also come out with other alternatives to serve it on cuties bowls, flavours, condition of the outlet and the customer service provide by our staff.

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## 1.2 BUSINESS PLAN PURPOSE

The greatest purpose for us to be involved with this business is to get ourselves familiar with the shapes of entrepreneurship in this modern era. The business plan that we do, train us of how to manage a business in terms of decision making, self-conscious, independent and wise thinking when handling and dealing with the variety of behaviour in the business world.

It is crucial for us be a quick observer in the entrepreneur world since we are new in this business venture, especially our business which are already exist in the market. Our business, which is drink and dessert based product, is a quite hard competition in the market since other business also has the same concept of product as we are. However, we will produce differences type of beverages in our outlet such as various flavour and toppings.

The business plan that we develop is also lead us to be analytical and critical thinking when conducting and planning the development of the business, be more alert with the business flow hence it will reduce the certain uncertainty that we cannot predict if problems occur. With the great guideline in the business plan it help us allocation of resources can be manage easily and effective. Throughout our business development, this business plan is used as reference and guideline when managing our operations effectively.