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FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

COCONUT ENTERPRISE – SERUNDING KELAPA

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TABLE OF CONTENTS

Approval Page	i
Submission Letter	ii
Declaration and Copyright Page	1
1. INTRODUCTION	1
2. BUSINESS PLAN PURPOSES	3
2.1. Logo description	4
3. BUSINESS BACKGROUND	6
4. BUSINESS PARTNERS BACKGROUND	7
5. PARTNERSHIP TERMS AGREEMENT	12
6. PROJECT LOCATION	
6.1. Location Map	16
6.2. Basic Amenities	18
7. ADMINISTRATIVE PLAN	19
7.1. Introduction to the business	20
7.2. Objective of the business	22
7.3. Strategies of the business	24
7.4. Organization structure and chart	
7.4.1. Organization structure	26
7.4.2. Organization chart	28
7.5. List of administration personnel	29
7.6. Schedule of tasks and responsibilities	30
7.7. Business hour and Working hour	34
7.8. Schedule of remuneration	36
7.9. Employees Incentives Scheme	37
7.10. List of office equipment	39
7.11. Administrative Budget	40
7.12. Plan for administration area	41
7.13. Summary of the chapter	43



1. INTRODUCTION

The name of our business is Coconut which is in the foods and beverages industry. It is focusing on producing and manufacturing 'Serunding Kelapa' as the nature of the business itself. The location of our business will be in Alamesra Lot 145 Kota Kinabalu, Sabah. The production of 'Serunding Kelapa' is rarely in Malaysia and our business wants to be a pioneer that involved in this plantation field and to develop Sabah. Date of our business commencement on May 2011.

Coconut (*cocos nucifera*) is one of the types of wild plant that has many benefits. Coconut is highly nutritious and rich in fiber, vitamins and minerals. Coconut oil is of special interest because it possesses healing properties far beyond that of any other dietary oil and is extensively used in traditional medicine among Asian and Pacific population. Thousands of year coconut products have held a respected and valuable place in local folk medicine. In traditional medicine around the world, coconut is used to treat a wide variety of health problems including the following: abscesses, asthma, baldness, bronchitis, bruises, burns, colds, constipation, cough, dropsy, dysentery, earache, fever, flu gingivitis, gonorrhoea, irregular or painful menstruation, nausea, rash, scabies, scurvy, skin infections, sore throat, swelling, syphilis, toothache, tuberculosis, tumors, typhoid, ulcers, upset stomach, weakness, and wounds. Besides, modern medical science is now confirming the use of coconut in treating many of the above conditions. Published studies in medical journals show that coconut, in one form or another may provide a wide range of health benefits. Some of the benefits is can kills viruses that cause influenza, herpes, measles, hepatitis C, SARS, AIDS, and other illnesses, kills bacteria that cause ulcers, throat infections, urinary tract infections, gum disease and cavities, pneumonia, and gonorrhoea, and other diseases, kills fungi and



2. BUSINESS PLAN PURPOSES

This business plan is prepared by Coconut Enterprise for the purposes of:

- a. To introduce new ideas of coconut based food
- b. To know and estimate the costs and sales of the business.
- c. As the guidelines for the management department to supervise the business progress.
- d. To allocate the business resources as efficient as possible.
- e. Good prospect of income in the long run.
- f. To increase variety of halal food in the market.
- g. To allocate the business resources as efficient as possible.
- h. To stimulate the new ideas and well managed effort towards the successful life as entrepreneurs.
- i. To understand how to initializing the business and maintaining the business in gainful position.

8.	MARKETING PLAN	
8.1.	Marketing Objective	44
8.2.	Determining the product	
	8.2.1. Benefits of coconut	45
8.3.	Packaging	48
8.4.	Identifying target market	49
	8.4.1. Market segmentation	
	8.4.2. Geographic segmentation	
	8.4.3. Demographic segmentation	50
8.5.	Market size	
	8.5.1. Summary of competitors profile	51
	8.5.2. Competitors market size	52
8.6.	Sales forecast	54
8.7.	Market share	59
8.8.	Competitors	
	8.8.1. Strengths and weaknesses	63
8.9.	Marketing strategy	
	8.9.1. Product and service strategy	68
	8.9.2. Promotion strategy	69
	8.9.3. Place or distribution strategy	73
	8.9.4. Pricing strategy	75
8.10.	Marketing personnel	76
8.11.	Marketing budget	77
8.12.	Summary of the chapter	78
9.	OPERATION PLANNING	
9.1.	Introduction of business operation	79
9.2.	Process Planning	80
9.3.	Operation layout	85
9.4.	Production planning	87
9.5.	Material planning	93
	9.5.1. Equipment	95
	9.5.2. Materials requirement schedule per month	98
9.6.	Equipment planning	99