



## FUNDAMENTAL OF ENTREPRENUERSHIP (ENT 300)

PREPARED FOR:  
KAMARULZAMAN BIN ISHAK

PREPARED BY:

- i. SANDRA REENA NABILA BINTI ASNI (GENERAL MANAGER)
- ii. NOOR AZMUNIRAH BINTI NOORZAIN (ADMINISTRATION MANAGER)
- iii. SITI AISYAH BINTI MOHD. TAIB (MARKETING MANAGER)
- iv. NUR SHAFIERA BINTI ASPAL ANAWAL (OPERATIONAL MANAGER)
- v. FATIN AMEERAH BINTI ALALUDIN (FINANCIAL MANAGER)

DATE OF SUBMISSION:  
9<sup>TH</sup> OF MARCH 2011

## Executive Summary

The government of Malaysia has given many incentives and support to encourage the citizens to involve in the business world, especially the Bumiputras. To achieve this aim the government has provided loan facilities, practical institutions and courses to give support for new entrepreneurs that want to start their own business. By doing so, this can encourage more Bumiputras to stand on their own feet and financially independent.

Realizing the importance and the benefits of being an entrepreneur, "Fruit Shack" was established by a group of friends in achieving this goal. Fruit Shack Enterprise is retail and service based business. The business mainly focuses on selling desserts and beverages. Besides that, believing that healthy lifestyle begins from a healthy regime of food intake. Fruit Shack is dessert shop that specializes in selling healthy beverage and desserts from organic fruits such as fresh juices, ice cream with variety of toppings and *rojak buah*. The location of this business is at MARA University of Technology, Sabah Campus. The date of commencement of this business starts on January of 2015. We will apply loan from Agro Bank Berhad for RM 20,000. Our contribution for this business is RM 8,000 per person, which the total capital is RM 40,000.

This business focuses more among the students and staff of UiTM Sabah in promoting a healthy lifestyle in the campus since the demand of healthy food is high and there is barely any shop or café that provides this type of food and beverages. Since there is only little competition in this side of business, we hope we can be the pioneer and be an example and inspire to other people and also other UiTM branches to be entrepreneurs and also promoting a healthier lifestyle.

## 1.0 INTRODUCTION

Food industry is a common and well-known industry, which can guarantee a good response from the people because food is a basic necessity and there is always a high demand for it. This industry also has potential in gaining profit because there are many varieties types of food to market and it is always expanding.

Besides that, the Malaysian government have encouraged the people to start their own business and be entrepreneurs especially to among the Bumiputras. Consequently, MARA University of Technology (UiTM) in following the needs of the demand of new entrepreneurs has made entrepreneur courses to produce young and innovative Bumiputra entrepreneurs. To achieve this objective, we came up the idea of starting a business in the campus itself as our platform in the business world.

The business that we have established is **Fruit Shack Enterprise**, which is a business selling beverages and deserts from organic fruits. The main intention we start this business is because the high demand of healthy food. Moreover, we wanted to promote a healthy lifestyle among the students and staff of UiTM Sabah. We made an observation that the cafés that operates in the campus only sales food but does not sale any deserts and beverages that promotes healthy lifestyle. Hence, it is appropriate for us to open this type of business to fulfill the demands.

Not just that, another reason why we wanted to start the business in the campus is because we wanted to be the pioneer entrepreneurs in the campus and be a good example of young and innovative entrepreneurs to the students and staff of UiTM, Sabah Campus. We also have a mission to open our business in other UiTM branches to promote our vision in the importance of healthy lifestyle.

## 1.1 Logo Description



Logo Symbol	Description
Fruit Shack	The name of the business.
Fruits, Ice-creams and Beverages icons	The symbol of the business, which is selling desserts and beverages from organic fruits.
“Eat Healthy. Live Healthy” slogan	The business slogan, which is to promote a healthy lifestyle through food regime.

## 1.2 Objective

Every business plans have their own objectives to achieve. The objectives of Fruit Shack are:

1. As a guideline to manage the progress of the business.
2. To apply the skills and knowledge that we have learnt in our business progress.
3. To be the pioneer entrepreneur in MARA University of Technology in Sabah Campus.
4. To start a business focused on desserts and beverages based on organic fruits.
5. To promote a healthier lifestyle among students and staff of UiTM Sabah.
6. To encourage and inspire other people especially students to be entrepreneurs.