



UNIVERSITI TEKNOLOGI MARA

ENT300
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN
GROUP B

'MULBERRY TASTY COMPANY'

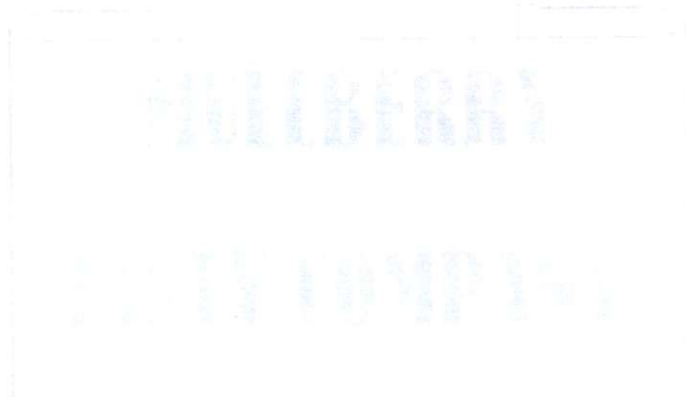
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1.1 EXECUTIVE SUMMARY

Our company name is Mulberry Tasty Company. Our company is a business that produces and supplies mulberry products which is mulberry tasty jam and mulberry tasty juice. As we know, the mulberry product is not familiar yet and now we are producing our own product that made from this fruit. The nature of our business is partnership.

Our business location is located at kampong Rambal, Tuaran. We expect to start up our business on 1st January 2014. According to our research, the products that produce from mulberry in Sabah is not exist yet. So, we are taking this opportunity to start our business after seeing this business can give profitability to our business.

The future prospect of our company is able to increasing our product supply and making a high quality product to the consumer. This is because; we believe that our company will have a potential to growth in future.

1.2 INTRODUCTION

Mulberry Tasty Company is a partnership business consists of five contributors. As we all know, there is no mulberry producer involve commercially in Tamparuli, Sabah and the area nearby include Tamparuli, Telipok, and Sepanggar. We see this situation as an opportunity and we want to become an entrepreneur involve in planting and distributing Mulberry products such as juice, dried mulberry and jams. Our business location will be at Kampung Rambal, Tuaran.

Kampong Rambal, Tuaran situated in a strategic area where it has good water supply (a river nearby) and has suitable and nutritious soil for mulberry plantation. Our mulberry field and its perimeter are safe from wild animal such as monkey, wild boar, and skunk, which are potential spoiler to our crops.

As for our marketing strategies, we are targeting various type of customer consist of various town include Tuaran, Telipok, and Sepanggar. The target markets include supermarkets, restaurants, town vegetables market k around targeted town.

We believe that as a pioneer of large-scale mulberry producer from West of Sabah, we will be able to gain profit at early stage of business before expanding our target territory throughout Sabah, spreading to Sarawak and Peninsular of Malaysia.