



اَوْنِيُوْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES**

**ENT 300
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GROUP ASSIGNMENT:

BUSINESS PLAN

Prepared for:

PN NUR HAZELN MAT RUSOK

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Prepared by:

NO.	NAME	UiTM NO.	GROUP
1.	NUR AMELIA HAYANI BINTI MUHAMMAD FAIZ	2018291812	D1AM1105B
2.	MOHAMAD DANIAL ASYRAF BIN ABDULLAH	2018409466	D1AM1105B
3.	NUR FARA AIN BINTI MOHD HAFIZAN	2018257432	D1AM1105B
4.	NURATHIRAH BINTI SULAIMAN	2018275834	D1AM1105B
5.	NUR AMIERA SHAHIERAH BINTI MOHAMAD	2018218892	D1AM1105B
6.	MUHAMMAD KHALIS MIFZAL BIN MOHD KAMAL	2018290048	D1AM1105B

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1.0 Acknowledgement

First of all, praise be to Allah The Almighty for giving us a chance to accomplish our group assignment entitled “Business Plan KAFTAA Coconut Milk”. This assignment gives us a lot of information. We could like to express our gratitude and appreciation to all those who gave us the possibility to complete this assignment. We are highly indebted to Madam Nur Hazleen for the guidance and content supervision as well as providing necessary information regarding this assignment and also for the support in completing this assignment. Next, would like to thanks al the group members that always stick together and had been very dedicated in making this assignment successful. Without their support and cooperation this assignment would be very hard to be completed. Last but not least, thank you to our parents who have been supporting us mentally and physically in completing the assignment from the beginning until the end. And also thank you to those who have been indirectly guided and helped us in preparing this assignment and no valuable words to express our thanks but our hearts are still full of the favors received from every person.

2.0 Executive Summary

This business is based on partnership where a consists of six members which held important position in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager, Financial Manager & Financial Department Assistant Manager. The business capital is amounted to RM180,000 where the total contribution of each members RM 30,000.

Coconut milk is one of the most popular products in our company. “Fresh Coconut Everyday” with tagline Level 1, No.84, Jalan Kapar 27/89, Megah Industrial Park, Seksyen 27, 40400 Shah Alam Selangor Darul Ehsan, Malaysia.

Kaftaa Coconut Milk is a company which focuses on cuisine production in Malaysia. Coconut Milk is one of the world’s most popular cuisine. Our product is the most popular when to our citizens to make a curry or any cuisine that he or she want to cook. Coconut milk is most lover for the who favorite to eat curry at house and home made from their mom. Our creativity in this product which is we put vitamin C to make the product more effective and last longer to keep maintain once the product was opened. Our product is the different with each other product which we keep focus the quality of product to our customer that buy our product.

To make more attractive and interesting, we decided to mixed that coconut milk with Vitamin C and modern element in this coconut milk making. Nowadays, health is the most important thing people go for when selecting the foods and drinks. Everyone wants to stick to a healthy diet either in food taking or drinks. We have done some research that Malaysia is the most popular using coconut milk in cuisine. So with our innovation we packing the coconut milk and easier to find in any supermarket at our branch and our headquarters. In other words easy and simple to cook when the easy to find a coconut milk at supermarket and don’t go the shop just wanted to wait 3 to 5 minutes for the coconut milking shop. We expect that our business will become more developed in the near future because with the new innovation that we made in our product coconut milk, the demand will increase not only during any occasion but it might be a new daily preference. This will give more advantages for us to make our product more profitable and stable in the long run.