



FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

FRUTASTIC ENTERPRISE

PREPARED BY

FACULTY & PROGRAMME : BUSINESS MANAGEMENT

SEMESTER : 5

PROJECT TITLES : BUSINESS PLAN

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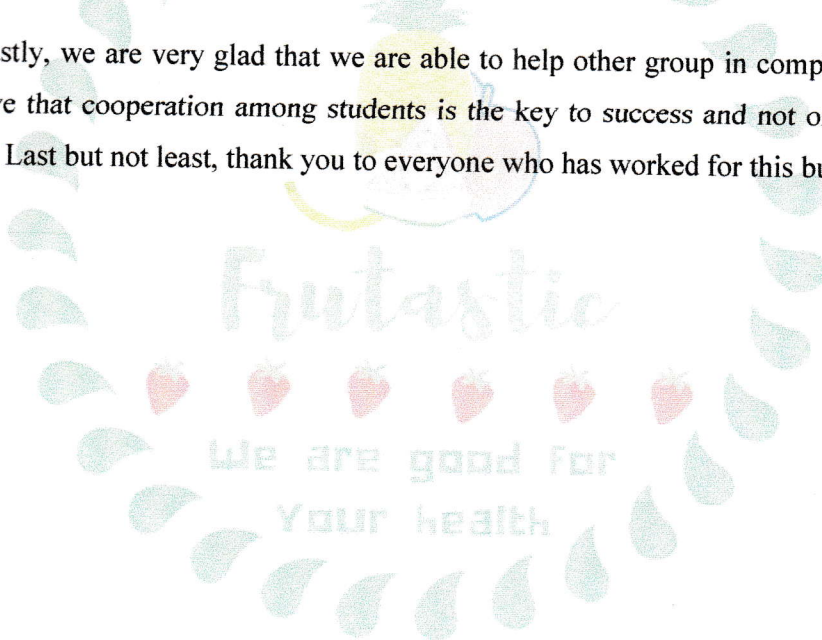
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All in all, we would like to convey our gratefulness to Allah Almighty for giving the opportunity to complete this project. We would also like to say thank you to those who directly or indirectly help us in completing this business plan. Also, special thanks to our beloved lecturer Madam Noor Emma Binti Shamsuddin for guidance and advises for us to improve in getting this project done. We had to go through a lot of hardship through this project because we need to make research from zero and yet we are able to face it as a group.

As we complete this project, we gain a lot of new experience. We learn the do and don'ts in the business world and try to gather as much information as possible for future use. Apart from it, we also learn a lot of moral values like teamwork, co-operation, care about other people and also tolerance. Moreover, we are sure that we can apply what we have learned over the five semesters and practice it during our future career.

Lastly, we are very glad that we are able to help other group in completing this task. We believe that cooperation among students is the key to success and not only depends on ourselves. Last but not least, thank you to everyone who has worked for this business plan.



1.1 INTRODUCTION TO BUSINESS

Name of the business	Frutastic Enterprise
Nature of business	Partnership
Industry profile	Food and drink
Business Location	Mukah
Date of commencement	18/10/2017
Factors in selecting the purposed business	<ul style="list-style-type: none">• Location is strategic• Less number of competitors
Future prospects of the business	<ul style="list-style-type: none">• Open branches in all district in Mukah in a year• Open branches in all over Malaysia in five years



1.2 PURPOSE OF BUSINESS PLAN

- I. To allow the entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner.
- II. To analyze and evaluate the viability of a proposed venture.
- III. To allocate business resources effectively.

1.3 BUSINESS BACKGROUND

Name of the business	Frutastic Enterprise
Business address	Mukah Town Phase 2, Jalan Wawasan, 96400 Mukah, Sarawak.
Website address	www.frutastic.com
E-mail address	frutastic96@gmail.com
Telephone number	084 871964
Fax number	871964
Form of business	Partnership
Main activity	Food and drink
Date of commencement	18/10/2017
Date of registration	1/10/2017
Registration number	In progress
Name of Bank	May bank
Bank account number	161196040512