



UNIVERSITI TEKNOLOGI MARA

ENT 300  
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN  
ONE STATION

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MARCH 2015

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## EXECUTIVE SUMMARY

The name of our company is ONE STATION. ONE STATION is a business that provides product to the customer in terms of beverages. We are making smoothie based on watermelon fruits with variety of fillings. The nature of our business is partnership.

Our main office is located at One Borneo Hypermall. We expect to start up our business on January 2016.

The future prospects of our business are people around Malaysia. In order to achieve our aim in this business, we plan to provide a product with a good quality to attract more customers in several years to go. We also would like to provide more products in a future. Other than that, we want to expand our marketing focus in the business by setting up more branches in other locations.



## **1.0 INTRODUCTION OF BUSINESS PLAN**

### **1.1 INTRODUCTION**

The name of our business is 'ONE STATION'. We choose this name according to our vision that our company will be main destination of people to buy smoothie.

In our business, we would like to introduce the product of watermelon smoothie. In the market, there are rarely to be seen that a company produce smoothie with only based on one fruit with combination of many fillers. Our company would like to grab this opportunity to prominent with our products. We would like to produce smoothie based on watermelon fruits with variety filling and taste according to consumer preference. These smoothie is easy to made and we try to produce a new product with others fruits using the same concept.

Our premise is located at level 2 of 1 Borneo Hypermall, Kota Kinabalu, which we rented from the owner of the 1Borneo Hypermall. We decide to do our business at level 2 of 1Borneo because the location is near the cinema gate and the environment is really nice and suitable for us to start our business. Besides, the other reason why we chose the location of business is in aspects to catch people's attentions while waiting for their movies to start.

## 1.2 THE PURPOSE OF BUSINESS PLAN

### i. As a guideline to manage, operate and handling our business.

A business plan consists of planned strategies, rules and regulations of the business, then it will become a comprehensive guideline in our operation. When we are having a clear description, which is written in the business plan, so it can avoid confusion clarify responsibilities of each partner and thus it gives direction to achieve the business's goals.

### ii. To achieve the aim of our target in this industry.

In business plan, everything can be well planned and written in detail so that it can become a guideline on how to utilize our resources, how much cost incurred in our operation and also the overall budgets.

## 1.3 SUMMARY OF BUSINESS PLAN PURPOSED

ITEMS	DESCRIPTION
Company name	ONE STATION
Type of business	Food and beverages
Factors influence to set up business venture	To create new marketable product of smoothie based on watermelon fruits.
Future prospect	To expand our product into many opportunity and to become one of the choices of customers to buy smoothie and beverages from our premise.