



UNIVERSITI TEKNOLOGI MARA

ENT 300  
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN  
DE' SPINACIA OLERACIA CHIPS

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## 1.0 EXECUTIVE SUMMARY

### De'Spinacia Oleracia Chips

We name our company De'Spinacia Oleracia Chips, we provides the healthy chips made from fresh spinach. Our company name is taken from spinach scientific name because we want to make it a unique name and most people will easily remember something new, fresh and different from the other. We choose spinach to be our main ingredient in our chips because spinach enjoys a good reputation from dieticians, restaurateurs, and homemakers due to its low cost and its extraordinary health properties which are rich in vitamins and minerals.

Nowadays, most of people prefer fast food and junk food which will lead to complications like obesity, chronic illness, low self-esteem and even depression. We are concern about this and want to make something different in making the spinach vegetable into delicious crunchy chips. In this way, many people can eat a complete nutritious food by just eating our spinach chips. Furthermore , this concept still new and we are the first entrepreneurs who are willing to take the challenge and trying to gain a market share, here, which starting from Sabah. We are trying to introduce something new to the society by against the odds and we all believe that this very own risk are really worthy to be realized.