

**BUSINESS PLAN TITLE: SUSHI FRUITY TIP TOP**

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FACULTY : FACULTY OF BUSINESS MANAGEMENT

PROGRAM CODE &  
NAME : BA242 - BACHELOR OF BUSINESS ADMINISTRATION (HONS)  
FINANCE  
BA243 - BACHELOR OF BUSINESS ADMINISTRATION (HONS)  
HUMAN RESOURCE MANAGEMENT

GROUP : MIFHA (20214I)

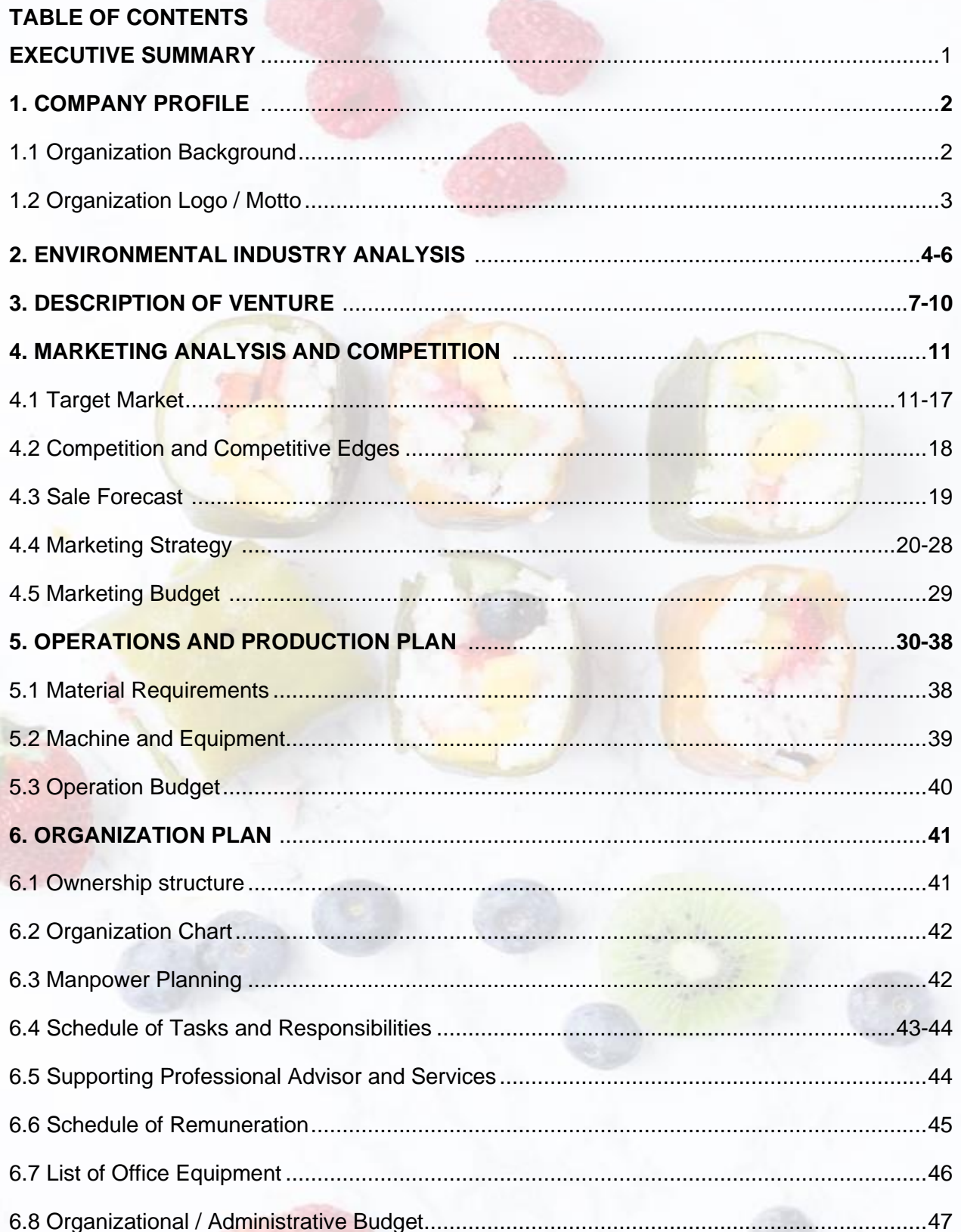
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## **EXECUTIVE SUMMARY**

Sushi Fruity Tip Top is a Japanese national food restaurant company that includes fruits, an organization in a company there are several staff who hold important positions in a company such as General Manager, Marketing Manager, Operations Manager and Finance Manager. Our company headquarters is located at Address No. 16, Jalan Lagenda 8, Taman 1 Lagenda, 75300 Melaka.

Sushi Fruity Tip Top is one of the famous traditional Japanese foods in Malaysia. The small size and taste and variety make this food look attractive and suitable to be served in any occasion. Our shop company focuses on several ingredients in sushi, namely seaweed paper, rice and salmon. In addition, to find differences in this sushi food product, our company has mixed into this sushi several types of fruits such as mango, strawberries and other fruits. In producing food products such as sushi fruity in Malaysia, it is one of the differences. Usually, people in Malaysia are sportier to eat easy and have health ingredients. So, with the emergence of this food product, it makes a healthy food for customers who want to lose weight.

Our main focus in the manufacture of these food products is for nutritional value that can appeal to Malaysians who are looking for healthy food to eat. This Fruity Sushi has many nutrients and is a unique food product and it can be a marketable product. To attract more customers, we suggest to do some variety of flavors in Sushi Fruity food so that customers have more choices.

By making a loan from a bank to develop the company in support, we hope that this Sushi Fruity Tip Top Enterprise is able to achieve the excellent demand and goal of making the people healthier and reducing the percentage of Malaysians who are sick. Our business is expected to start in 2021 with our mission and vision being 'EAT TO BE HEALTHY'.

We expect our business to be more prosperous in the future because with new innovations, our hope is that these healthy foods are preferred and there is a lot of demand to be more competitive with other food companies and can help Malaysians become healthier.

## 1. COMPANY PROFILE

### 1.1 Organization Background

a)	Name of the Organization	Sushi Fruity Tip Top Enterprise
b)	Business Address	No. 16, Jalan Lagenda 8, Taman 1 Lagenda, 75300 Melaka.
c)	Website / e-mail address	<a href="https://sushifruitytiptop.com.my/">https://sushifruitytiptop.com.my/</a> / <a href="mailto:sushifruitytiptop@gmail.com">sushifruitytiptop@gmail.com</a>
d)	Telephone Number	06-000 0000
e)	Form of Business	Partnership
f)	Main Activities	Food Business
g)	Date of Commencement	18 December 2019
h)	Date of Registration	11 December 2019
i)	Name of Bank	CIMB Bank Melaka Raya, Melaka
j)	Bank Account Number	-

## 1.2 Organization Logo / Motto

Logo Description, Organization Mission and Vision

### Logo / Motto



- Our logo is based on the symbol of chopping sushi which is that when customers want to eat, they have to chop the sushi to eat. It is a tradition of the Japanese way of eating and in Malaysia as well as the people here are already skilled in chopping food.
- The symbolic background of sushi chops is fruit where it is a healthy food and all layers from children up to the elderly can enjoy the fruit without limits.
- Tip top means the best quality, so a diet sourced from sushi and a combination of fruits is very high quality for human life and health.
- Company motto is 'EAT TO BE HEALTHY' which leads to eating to be healthy as well as human beings eating for the next life, for life we need to be healthy and for healthy we need to eat healthy and quality food.

### Mission

- Creating and maintaining the sustainability of an organization through a health food business and ensuring the well-being of the community.

### Vision

- To be a leading organization for healthy food development and collaboration with franchise development and to be a center of excellence for healthy food