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EXECUTIVE SUMMARY

Datelicious Milk is a partnership business which has been founded in 2020 in Shah Alam, Selangor. As new corner in the milk market, datelicious milk seeks to come up that will distinct our competitors, a product that provide satisfaction, quality taste and new variety of date milk. Datelicious milk wants to create a product that will help survive the downfall of the trend of fruit milk once it happens. We claimed our product would have benefits such as reducing obesity, lowering high blood pleasure and removing toxic from the body. Datelicious Milk consists of five founder whose contribute same amount of capital and will hold different task and responsibilities in order to manage our business.

Through our long-term research and observation, we had planned to set up this business because we can see wider prospect in this sector for the future. Moreover, we discover that people are desire for many different flavors of date milk. Thus, we present banana milk, dates milk, banana dates milk and coming soon choco dates almond milk flavor that craze among the all generation. We come out with high quality product made of natural ingredients yet can be purchased at a reasonable price.

Since our company is listed as a new company in the market, it is clear that there are many aspects that we need to consider so that our company is able to compete in the market as there are many people that involve in business nowadays.

In conclusion, we hope that Datelicious Milk can be a well-known company throughout the nation and able to provide greater from time to time. We also believe that the demand of variety milk will increase every year. Lastly, it is our pleasure to be the benchmark for others people who are interested to start business.