



**UNIVERSITI TEKNOLOGI MARA
DIPLOMA IN TOURISM MANAGEMENT**

**ETR 300:
INTRODUCTION TO ENTREPRENEURSHIP**

**BUSINESS PLAN:
MAGIC FRUIT NURSERY**

Prepared For
MEDEC

Prepared By :

Shirley Jane Raji (2006270631)

Jane Evytha Denis (2006270688)

Severeno Premus Ewot (2006894083)

Renester Justin Jimbangan (2006270464)

Mohammad Fauzee Bin Mohammad Yusof (2005723707)

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EXECUTIVE SUMMARY

The name of our company is 'Magic Fruits Nursery'. We will be in charged in the plantation, supplying and selling of Magic Fruits or known as 'Miracle Berries' in certain countries. The form of ownership of our business is partnership which consists of 5 partners. The plantation of the fruits will be located at Kampung Sabandil, Papar. The selling of the fruits will be take place at Gaya Street Kota Kinabalu during Sunday Market at 7am-1pm. People who like to buy our product can also come to our farm to purchase it or perhaps need more information related to our product or business. Our office will be opened during office hour, weekdays (Monday – Friday from 8am – 5pm) at our farm in Kampung Sabandil itself. The date of our business will commence on 20th January 2010.

The factors in selecting the proposed business are because of the product is still unknown in the market, less competitors and to promote or commercialize the product throughout Sabah, Malaysia and probably outside of Malaysia market. In short-term (2 years), our company would like to gain profit from our regular customer as well as our new market. While, in long-term time (5 years), we would like to expand our business by developing new product from the fruits.

Through our observation, we found out that the local people or Sabahan loves to eat various kinds of fruits. Therefore, in order to have more variety of fruits, we have come out with the new idea by promoting this 'Magic Fruits'. We believe that if we have good marketing strategies, our product will be well-known in the future.

This magic fruits, also known as 'Miracle berries' or its scientific name 'Sybespalum Dulcificum' is a small, football-shaped red berry about an inch long, with mildly sweet pulp surrounding a bitter seed which turns sour to sweet. For an example, rendering lemons as sweet as candies. The cause of the taste reaction is a protein in the fruit called miraculin, which binds with the taste buds, functioning as a sweetness taste inducer when it comes into contact with acids.



1.0 INTRODUCTION

The proposed name of our business is 'Magic Fruit Nursery'. Basically we will do plantation, supplying and selling plants known as 'Magic Fruit' tree in our local market first before going further or international. The form of our business is partnership which consists of five (5) persons. The proposed location of our farm is located at Kampung Sabandil, Papar (Please refer to Map in Appendix). We will open our business during the sunday market at Gaya Street from 7.00am to 1.00pm. People may also come to our farm during weekday's office hours (8.00am to 5.00pm) if they need more information or to purchase the plant directly. People can also purchase our product by online as provided on our website. We choose to select this kind of business because of our own interest on the product and believe that selling 'Magic Fruit' is still unknown and less competitors in the local market. At the same time, we wanted to commercialize the 'Magic Fruit' in the market especially in our country, Malaysia.