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1.0 INTRODUCTION

1.1 Company Background

Nowadays, people are becoming more and more aware on taking care of their health. More people are becoming educated on having a healthier lifestyle. In order to maintain good health, people nowadays are more alert on their daily food takes and started to take food supplement in order to get the extra nutrient that the body needed.

Our company, Apis Mellifera Sdn. Bhd has taken this opportunity to provide a healthier natural food supplement which is the natural honey harvested from our own organic honeybee farm.

Basically honey is a thick liquid mainly consist of natural sugar, which is collected by the honeybee from the nectar of flowers and stored in their haif. Our company is providing pure honey which is good for health and can be taken as food supplement or as an extra flavoring in food or drink.

We have chosen the name *Apis Mellifera* Enterprise because the name *Apis Mellifera* is the general scientific name of the honeybee itself. The name also has been chosen because it resembles the main product of the company which is the honey itself.

Basically the company, *Apis Mellifera* Enterprise is producing their own product which is the honey that have been farmed and harvested by the company and producing other product base on honey such as the honeybee's wax candle and others. The company has their honeybee farm at Sikuati, Kudat.





2.0 PURPOSE OF BUSINESS PLAN

This business plan is prepared by Apis Mellifera Enterprise for the purpose of:

- a. To obtain a term loan for the amount of RM50,000 from Bank Pembangunan dan Infrastruktur
- b. As a guideline in managing the business
- c. As a guidelines for the management department to supervise this business progress.
- d. To allocate the business resources as efficiently as possible.
- e. To estimate the costs and sales of the business.
- f. To identify any possible problems and then try to find the best method to solve it.
- g. To evaluate the project viability, market sales, demand and potential of our business to open new branch.

