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INTRODUCTION

1.0 EXECUTIVE INTRODUCTION

1.1 EXECUTIVE SUMMARY

In the name of GOD

I am Ahmad Fuad b. anis Ishom as a representative of Banalicious Co. would like to say thank you to everybody, especially to all my partners, together with me worked for this Business Plan. All of them are:

Mohd Noor Hidayat b. Jimainal

Nazhatul Qamaria ashiran bte Maparantau

Ezazurini bte Jaikol

Dayang Huzaimah bte Dt Rafee

All of us have sacrificed our time, our energy, our own money and everything to ensure that this Business Plan done very well. With hope, this Business Plan could bring victory for us to achieve our goals.

All of the mistakes, either directly or indirectly hope could be apologized because all of it is come from us. However, what we want to achieve are our success with you.

After thinking for a while about this business plan, I thought about a vision that is introduced by our former Prime Minister Dato Seri Tun Dr Mahathir Mohammad, the 'Vision of 2020'. It is with the objectives to achieve a developed country towards the year of 2020. Thus, we took the guideline for the future of our people, especially 'Bumiputera'.

We hope this business can be more success with cooperation from all shareholders and support from consumer toward our product, which can give better life. We welcome any recommendation or suggestion to improve this business plan.



1.2 INTRODUCTION

1.2.1 Organization's Vision

Our organization's vision is to be the largest supplier in producing and diversifying the product made of banana in Malaysia.

Organization's Missions

Our organization has several missions. The first is to diversify the food choices, which made of bananas. We are trying to enlarge the variety of food, and want to create something new that gives different taste to the consumers. People always craving for something new and far better than basic item, and our intention through this business is to grab the opportunity in serving the consumer.

The second is to increase profit and gain more customers. As we said, we know that food business quite marketable and easy to gain profit, our business's intention are same as like other business company, where to increase profit. Our banana's chocolate recipe is differing from the other food and we know from that we may gain more customers because we are the only one that is selling banana's chocolate.