

UNIVERSITI TEKNOLOGI MARA  
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP  
( ETR 300 )

PEMBOTOLAN AIR KELAPA

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15 APRIL 2009

## **2.0 EXECUTIVE SUMMARY**

### **2.1 Introduction**

After came with more than one ideas, but, at the end of result we chose the Cool Conut Juice as our product. This business is one of the partnership business which is involving five person that have good basic in business and management. The idea to make Cool Conut Juice business comes after doing observation and small research on how big the market of Coconut drinks and many other potential of that can bring profit for us.

Our Business Plan is pointing to become the first official producer and supplier of Coconut Juice in Malaysia. We already consider all of risk that will came out from this trial, however we are realized base on demography factor, and there are most of coconut plant growth in Borneo area. It could give us confidence to get coconut supplier. Our coconut suppliers are from Kota Belud, Kudat and Kota Marudu. Thus, we would like to take this opportunity since there is a high potential of validity in this business and we will put the priority on the quality of the products and services, customer's satisfaction and customer's conveniences.

We are realized that the success of business base on how proper management from the organization. There five of header which holds the importance position that is a general manager, administration manager, operation manager, marketing manager and financial manager .A part from that we can do our own responsibility and be multifunction positions.

Our business is a manufacturing product; it is very complicated to overcome all things which are including in order to start the manufacturing processes. Fortunately, we are given opportunity to rent SEDCO bulding at KKIP with situated at Sepangar Kota Kinabalu. Regarding to the facilities, we are very concern about all the machine and materials where are needed in operation.

As a new product, we would like to prepare the guideline how to promote our product. There are several ways how we can get attraction from customer. Marketing is a very importance, we could identify our market strategies, market



size , target market, market share and so on. Besides, we also determine who can be our competitor, even we are first supplier in Malaysia but there some product already have from other country such as Thailand and Philippine. We take the other company as a competitor not only based on Coconut drinks supplier, we also consider F&N product, Gardenia product and others. For the first phase our target consumer is those people at KKIP area and other nearest market and company. According to our observation, we believe that our business can be commercialized to the higher stage since the resources can be found easily and a few amount of capital is needed. For long term, this business is predicted will bring a lot of profit when it reaches a stable level in the market.

From our view, we believe that this business has potential to be developed according to the new introduction of local drink to the bigger and higher stage. We would like to commercialize our local drink to local people and also tourist since Sabah is one of the best place in promoting tourism in Malaysia.

When we talk about our quality of product, beside refer to the "HALAL" logo, we also can see how the benefit from Cool Conut Juice Nutrition. As we know, Coconut water contents the good nutrition and also can be as a medicine. Consumer also will more convince to our product regarding to our preparation process. Our factory is clean and very systematical management. The most importance is our price of product, there just RM 2.80 per bottle which contain 500 ml. There are comparisons between coconut water from Thailand that known as TESCO product it price is RM2.50 per tin which only contain 300ml.

As a conclusion, when overview all things that include in our proposal, we can this product has a high potential to be success. We will further this business as long as we can and we also will keep and control this business properly and carefully. We can accept any risks that has possible to be happen but we will never give up.

## **2.5 Vision.**

Our vision is want to be one of the leading Bumiputra organization in this country and can stand as higher as the others leading non-bumiputra. Become more professional and more progressive in managing the business to beat the challenges in business arena.

## **3.0 BUSINESS PLAN PURPOSE**

After the research about the business planning, we can conclude that the business planning will help the entrepreneurs on how to manage the organization efficiently and effectively. This is because to start the business is depend on the abilities and planning of managers in the organization.

These situations involve:

- To study and evaluate the feasibility of the business
- To obtain the loan
- As a guideline for day-to-day management of the business
- To be able to distribute business resources more effectively and to show the cooperation among the members
- To ensure that we are convince to face the business risk.


That means we must have the business plan before we start the business. It is more to know the purpose of organization to achieve the profits and the goals of organization. But the important part in organization is there must have responsibilities among members.

## 2.2 Organization's name and logo

2.2.1 Organization's name : Cool Conut Enterprise

2.2.2 Logo :



Symbols	Meaning
	<p><u>Water</u> It is a fresh drink and can make more cool</p> <p><u>Umbrella's Straw</u> It is a healthy drink and protect from side effect base on the good nutrition</p> <p><u>Coconut</u> It is a Main of our product</p>
<p><b>One nation, One Drink</b></p>	<p>It means this product is from Malaysia, but also can be as commercial product to others nation.</p>

## 2.4 Mission.

Our missions in order to gain our vision are:

- Being more responsibility to the work that has been setup refer to the function in the organization or business.
- Make sure all the product and services that we provide was in the good condition in order to fulfill the customer needs.
- Organize the partnership and our worker to be more professional