

UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT 300)

YUMMYZ YOGURT

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1.1 Introduction

Yummyz Yogurt is a business that dealing in food industry. It comes as a growth of demand is increasing on healthy food. Even though the market of this product had already exist, it still promises a better opportunities for us to invest because our product is different and have modified to fulfill the satisfaction of our future customer.

The name of our business "Yummyz Yogurt" is simple and direct to the point. It is easy to be understand and be remembered because the term we use to define our shop is common and will not welcome confusion in people mind when interpreting it.

Our product is different from other existed market because we produce yogurt based on vegetables flavor that we choose such as carrot, tomatoes and yam. To make it more special, we include various toppings to be selected by the customer.

Why we dare to take the risk involve in this kind of business? It is because we believe that every opportunities lies in what we cannot see right now but will see in the future. One of the most important aspects that drive us to select this kind of business is because we realize the demand to live a healthy life in this modern day is more vital to everyone. When the demand is increasing, people will search for good foods and affordable.

For this reason, the business will be located at Alamesra Plaza Utama due to the development of economic in that particular area. There are several lists why we chose Alamesra Plaza Utama in our business operating. Of course, if we seriously involve in business field, we will find the best and profitable area to set our business. We believe that through effort contribute by every partners in this business, we will achieve our stated objectives, vision and mission.