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UNIVERSITI
TEKNOLOGI
MARA

TECHNOLOGY ENTREPRENEURSHIP

ENT 600

DATE SEED COFFEE

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EST. 2015

EMD7M3A

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CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION TO THE BUSINESS

Date Seed Coffee Pvt. Ltd. is a new start-up company that manufactures a new kind of coffee from date seeds. Date seed coffee is in powder based form and we sell it in 200g per can. Date seed extract are rich with antioxidant and anti-inflammatory effects. The date seed coffee can provide a calming, soothing, anti-inflammatory benefit to skin. Other than that, date seed promise to give an energizing, healthy and delicious coffee substitute.

Name of the business	Date Seed Coffee Pvt. Ltd.
Nature of business	Partnership
Nature of industry	Foods and Beverages
Industry profile	(SMEs) as an engine of growth and innovation by reducing regulatory costs borne by SMEs, building capacity in SMEs, supporting the creation of an entrepreneurial culture, strengthening enabling infrastructure, and enhancing access to financing.
Location of the business	Jalan Memanah 13/55k, Laman Seri, Seksyen 13, Shah Alam, 40100, Selangor Darul Ehsan
Date of business commencement	8 June 2015 (Monday)

Table : Business Profile



Factors in selecting the proposed business:

1. Provide and promote healthy date seed coffee drinks.
2. *Provide miscellaneous in drinks industry.*

Future prospects of the business:

1. Opening of another branch of this company.
2. Broaden the food and beverage industry.

1.2 PURPOSE OF BUSINESS PLAN

The long term goal of Date Seed Coffee Pvt. Ltd. is to go public and be known to all of the population besides having a good image. In the long run, we hope to expand operations to the whole country. This business plan is a first step towards the successful entrepreneurship.

1. Allow the entrepreneur to view and evaluate the proposed business ventures in an objective, critical and practical manner.
2. Analyze and evaluate the viability a proposed venture
3. Convince relevant parties as to the investment potential of the project
4. Act as a guideline in managing the business.
5. Allocate business resources effectively.



1.3 BUSINESS BACKGROUND



Name of the business : Date Seed Coffee Pvt. Ltd

Business address : Jalan Memanah 13/55k, Laman Seri,
Seksyen 13, Shah Alam,
40100, Selangor Darul Ehsan

Telephone number : 03-2223331

Form of business : Partnership

Main activity : Food And Beverages

Date of commencement : 8 June 2015 (Monday)

Date of registration : 5 January 2015 (Monday)

Registration Number : 001976973-M

Name of bank : Maybank Berhad

Bank Account Number : 11113002244