



اَوْنَبُوْرَسِيْتِيْ بِاَيُّوْمِكُمْ لَوْ كُنْ فَاَبَاْرَا
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FUNDAMENTAL OF ENTREPRENEURSHIP

BUSSINESS PLAN

JOLLYBAR

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Last but not least, we would like to clarify that this subject has totally exposed us to different perspective and critical thinking of gaining profit and experience in entrepreneurship. We are deeply sorry and apologize if there are any mistakes done throughout completing this report. We hope that those experience we gained can be very useful to us in future. Thank you to everyone who has involved direct/indirectly again.

EXECUTIVE SUMMARY

Safra Star Enterprise is a company that is based on food & beverages . We will introduce our first product with an energy snack bar that will be named as JollyBar . This healthy snack will provide a nutritional facts to the consumers . We choose this healthy snack bar as our product because we could see their potential in the market as well as the other snack .

Our Jolly's Bar is named based on the meaning of the 'jolly' that is bring a meaning of happiness . This Jollybar contain a lot of nutrition level such as carbohydrate , protein and honey as natural sugar . The uniqueness of this scrumptious energy bar is we use honey as the source of our sweetener. We do not use sugarcane since it is too sweet and it is suitable to all range of ages. Moreover this energy bar are also suitable for those who are in a diet consumption that still want to have a sweet snack but it will not interfere their diet routine .

This energy snack will be provided with an affordable price which is only RM3 per pieces . It is the cheapest among the other brand of energy snack . We will sell our product with the affordable price as we want all people that come from various range of ages could afford to buy this energy snack bar . Our target market is among the kids , teenagers , adult and senior citizens. So , we believe with that price , they will afford to buy our energy snack bar.

We will run our product at our factory that is located in Kuala Pilah , Negeri Sembilan . We choose area of Kuala Pilah as our factory because this area is a strategic place by means , this area have surrounded with various ranges of people in all ages such as senior citizens , kids , adult and also students that are from secondary and university .

As for the marketing strategy , we will firstly make sure that we already prepare with the social media's account such as facebook , twitter , instagram , blog and youtube . This is because people nowadays are likely attach to the social media as all the information nowadays are just in fingertips . So , we will try to introduce our product through social media . Other than that ,we will also will make a tester distribution to the schools and universities nearby so that the student will acknowledge our product . Moreover, We will also blast an advertisement banner at the road especially in the rural area.

Furthermore , we are strongly believe that our product would be acceptance by the customer as it is the first local energy snack in the country with an affordable price . So , we would like to make a loan from the bank with amount of RM250,000 to make sure the liquidity of our business. This business are expected will be started on the January 2020 . The manager board are already filled in by ourself as the partnership of this business which is consist of five big positions such as general manager , marketing manager , administrative manager , financial manager and operating manager . As for starting of the business , we believe that the position ~~role~~ of every each of our partnership is already enough.

Last but not least , we believe that our product could take a place in the market and will be a good competitor among the others .