



**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA**

ENT300

Fundamentals of Entrepreneurship

“BON BON’S ENTERPRISE”

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ACKNOWLEDGEMENT

Assalamualaikum. Firstly, we would like to thank Allah for giving His blessing for us to do our job smoothly in our ENT300- Fundamentals of Entrepreneurship assignment. This report presents the results of our endless continuous learning on how to start our own business, how to manage and operate it from A to Z and also teaching us to be alert with all the factors that involved to manage a successful business.

Moreover, we also want to thank those who have contributed their time and ideas to help us complete this task, we're really grateful for it. Especially to our lecturer Madam Farhana, thank you for giving us advice, encouragement, telling us new information and always guiding us along the operation.

Lastly, we would like to thank our classmates and to our beloved parents, thank you for always supporting us and always praying for our future success. We also want to apologize if we had made a lot of mistakes during the operation as this is our first try in operating our own business. We will try to learn from the mistakes that we have done and try to improve ourselves to become a better entrepreneur and a better student from time to time. InsyaAllah.

EXECUTIVE SUMMARY

Bon Bon's Enterprise is our company names that we planned to become the symbols and proud of our partnership that can satisfies our customer needs. Our company produce Bon Bon's chocolates to our customer so that they can enjoy it with their family. Each partner needs to contribute RM 33,703.50 and it turns our capital for this business isRM 134,814.00. This partnership business owned byMohd Zul Halili bin Haris, Maryumah binti Che Abdullah, Nurfazliana binti Mohd Jefry and Zailina binti Zarnudin.

Our business location are located around Bandar Perda, Penang.. This business will serve a Brazilian styleBon Bon's chocolate which use only three ingredients however still can give our customer a health benefit physically and emotionally. There is no companies has sell this product and we are the first one. Based on our competitive analysis, our business will successful soon. We hope our business can joy the customer starting age from child until adult.

CHAPTER 1: INTRODUCTION

1.1 Introduction to the business.

- 1) **Name of the Business:**Our partnership has agreed to use “Bon Bon’s Enterprise” as stated in the partnership agreement. This name is valid until the partnership has decided to change the name of the partnership business.

- 2) **Nature of Business:**
 - Our business nature is a under the **Small Sized Business** (Small Business). Small Business is a business establishment with annual sales turnover not more than RM10 million and employs not more than 50 full-time employees.

- 3) **Business Activities:**
 - We produce chocolate Bon Bon’s with original flavour and vanilla or strawberry flavour (customer can request for additional filling or flavours).
 - We provide beautiful packaging to our customers according to their request suits with their occasions such as for birthday gift, door gift and for wedding gift.
 - We also sell in small amount or in bulk if requested, there are no minimum order and we also do delivering around Peninsular Malaysia when requested.

- 4) **Target Customer:**
 - Our target customer is generally for all men and women ages of 7- 50 years old around Bandar Perda, Penang.

- 5) **Location of Business:**
 - Our location of business is:-
No.30, LorongPerda Selatan 2, Bandar Perda,
14000 Bukit Mertajam,
Pulau Pinang.

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