



## **FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

### **BUSINESS PLAN OF D'VENUS ENTERPRISE**

#### **FOOD PRODUCTS**

#### **PREPARED BY**

**FACULTY & PROGRAMME : BUSINESS STUDIES (BA1115A)**

**SEMESTER : FIVE (5)**

**PROJECT TITLE : BUSINESS PLAN OF D'VENUS**

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**PREPARED FOR  
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**SUBMISSION DATE  
13<sup>TH</sup> DECEMBER 2018**

## LETTER OF SUBMISSION

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13<sup>th</sup> December 2018

Dear sir,

### **SUBMISSION OF BUSINESS PLAN (ENT300)**

According to the title above, we would like to submit our business plan for our ENT300 project.

2. This report consist of important components and aspects that have been considered in the beginning of the business. It includes our business profile, administrative structure, marketing, operation and financial aspects and also all the other information regarding the business plan.

The list of the group members that are involved in completing this business plan are listed as below :

- 1. EFFA SHAHRIENA BINTI JAPAR (2016677874)**
- 2. EMIELDHA ANAK NYANONG (2016815838)**
- 3. NURHIDAYAH BINTI AMIT (2016241486)**
- 4. RANINA SAKINAH BINTI RAMLI (2016827096)**

Thank you.

Yours sincerely,



.....  
(RANINA SAKINAH BINTI RAMLI)  
General Manager/Administrative Manager  
D'Venus Enterprise

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## 1.0 EXECUTIVE SUMMARY

D'Venus Enterprise is a company that sells confectionery product which is mochi ice cream. Our business name is Mochi Moshi that specifically sells mochi ice cream to consumers. Our product is a combination of Japanese Mochi and Turkish Delight ice cream.

Our customers are targeted for all age and income groups as we sell our product with affordable price range and is available for any customers who loves mochi ice cream. Mochi Moshi offers various flavors of mochi ice creams that is produced accordingly to the nutrition and food requirement in Malaysia and it is gluten-free.

Our business is located in Miri and specifically located at Permaisuri Imperial City Mall, Level 2. It is located in Permaisuri Imperial City Mall, Level 2, Miri, Sarawak because of there is an increase growth of customer rates which can cause demands for our product to rise. Currently, we are the only business that sells mochi ice cream in Miri, Sarawak.

Our business, Mochi Moshi, uses the marketing strategies that emphasize the price, quality the product sold and can attract the customers' attention.

The management of Mochi Moshi consists of 4 lead workers which are Ranina Sakinah Binti Ramli, Effa Shahriena Binti Ramli, Emieldha Anak Nyanong and Nurhidayah Binti Amit. All of our workers have the experience in finance, business management and . All workers will be taking responsibility in making this business a success.

## 2.0 INTRODUCTION OF BUSINESS

### 2.1 INTRODUCTION TO BUSINESS

- i. Name of the business : Mochi Moshi
- ii. Nature of business : Partnership
- iii. Industry profile : Selling confectionery product
- iv. Business Location : City Mall, SF17b Permaisuri Imperial, Jalan Merpati, 98000  
Miri, Sarawak.
- v. Date of commencement : 10<sup>th</sup> February 2019
  
- vi. Factors in selection the proposed business :
  - a) We want to create unique product such as Mochi Ice cream and expose the existence of the product to the society.
  - b) There is less competition in this industry and it allows entrepreneurs to be more creative in the creation of products.
- vii. Future prospects of the Future prospects of the business :
  - a) We target to enlarge our business to the whole Sarawak as we want to introduce the existence of Mochi ice cream to the society.
  - b) To be the number one choice of dessert.