



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

NAME OF COMPANY : MATCHALICIOUS COOKIES

PREPARED BY:

FACULTY & PROGRAMME: FACULTY OF BUSINESS AND MANAGEMENT

(BUSINESS STUDIES)

SEMESTER 5

PROJECT TITLE : BUSINESS PLAN (MATCHALICIOUS)

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SUBMISSION DATE:

6TH DECEMBER 2019

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LETTER OF SUBMISSION

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29th November 2019

Sir,

SUBMISSION OF BUSINESS PLAN

According to the title above, I, Syaquirra bt. Shahdan as the General Manager of Matchalicious, the representative of my team mates have finished our business plan and we would like to submit it for further reviewing.

2. This report is done according to the guidelines and requirements given for the subject Fundamental of Entrepreneurship (ENT300) as the precondition of Universiti Teknologi MARA.

3. We will surely apply the knowledge and skills we have gained through this subject of Fundamental of Entrepreneurship (ENT300) in real life when we want to run our own business in the future.

Thank you.

EXECUTIVE SUMMARY

Matchalicious offers matcha flavoured cookies for the customers, providing them with choices which are the original one, white chocolate chips and 2 stuffed with Nutella and marshmallow. We target our customers are going to be the kids, teenagers and also the adults. This is because cookies can be enjoyed by all ages. We provide cookies with health nutrition, low sugar and low calories.

Our business also using online platform to reach our customers and allow the service of 'Cash on Delivery' (COD). It can provide convenience to our customers who do not have a vehicle to go to our store or anyone else who have difficulties reaching our business operations destination. The price strategy used in the business activity is value-based pricing. Value pricing is setting the price of a product or service according to the price that the customer willing to pay. In a short word it is also called as customer-focused pricing.

Next, the distribution strategy practiced to handing out our products to the customers is done by two ways which are direct to customer and selling through retailers or agent. For promotion strategy, there are a few methods that we have applied to promote our products to the market. Firstly, we use social medias such as Facebook, Instagram and WhatsApp for advertising. The method was chosen as one of the promotional strategies because it has a wide network.

Hence, we are having a very comprehensive plan for our product. We will continue to innovate our product align with the consumers' needs and ensuring that products will be able to compete globally.

1.1 INTRODUCTION

i.	Name of the business	Matchalicious
ii.	Nature of business	Partnership
iii.	Industry Profile	Food and Beverages
iv.	Business Location	Mukah, Sarawak
v.	Date of Commencement	12 th September 2019
vi.	Factors in selecting the proposed business	<p>-One of the latest trends among society is the consumers are having a lot of interest in buying trendy and innovated food.</p> <p>-Uncommon flavor of matcha cookies will attract the consumers as people nowadays tend to try more new things which could be trendy.</p>
vii.	Future prospects of the business	Gain attention from adults, teens and kids customers. Franchising.