



Amorè cookies



**ENT 300: FUNDAMENTALS OF ENTREPRENEURSHIP
BUSINESS PLAN REPORT**

PREPARED BY:

- 1) NUR ZARIFAH IRDINA BINTI RUDY (2021825994)
- 2) AYU ZULAIQHA BINTI IBRAHIMJEE (2021652286)
- 3) NURAIN YASMIEN BINTI MOHAMMAD HIDAYAT (2021884946)
- 4) NUR ZAFIRA HANINA BINTI MUHAMAD ZAMRI (2021885308)
- 5) NUR SHAFIRA ALISHA BINTI MOHAMAD NAMI (2021814166)
- 6) NURUL SHAYRA BINTI NOR ANUWAR (2021833038)

GROUP: AS1145A1

PREPARED FOR: DR. ASIAH BINTI ALI

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EXECUTIVE SUMMARY



Amore cookies is an enterprise specializing in a diverse range of delicious baked treats with the finest ingredients. Amore Cookies offer a tempting range of handcrafted cookies, ranging from classic favorites to innovative delights. Some of our cookies flavor are chocolate chip which is one of our best sellers, red velvet, pistachio and many more. Our commitment to quality, innovation and a touch of love sets us apart in the market. Other than that, Amore cookies shop also designated as interactive and immersive spaces. Customers engage in a hands-on experience, selecting ingredients and watching the baking process. This not only caters to the desire for customization but also transforms cookie-buying into a memorable experience. Our business has garnered significant attention from customers due to our exquisite cookies that embody the spirit of love and joy. Our cookies are not just about the ingredients, it's about the love, creativity, and dedication that go into each batch. Amore cookies is a collaborative partnership involving six individuals who possess expertise in our respective fields. Our business is situated in IOI City Mall, Putrajaya. We carefully selected this location due to its strategic position as the largest shopping malls in Malaysia and the second largest shopping mall in all of Asia. The presence of 650 stores with numerous retail shops, restaurant and luxury brands provides us with convenient marketing opportunities for our business. Amore cookies is committed to becoming a recognized leader in the artisanal cookies sector. Our strategic focus includes expanding product lines, enhancing brand visibility and cultivating strategic partnerships. Through a customer-centric approach and a commitment to sustainability, we aim to elevate Amore cookies to new heights. Efficient operations are crucial for sustained success. Amore's operational plan outlines key processes, supply chain management and quality control measures. By investing in technology, streamlining production, and fostering a positive work environment, we aim to ensure the seamless execution of our business strategies. Besides, the financial projections demonstrate Amore's commitment to financial sustainability and growth. With a detailed analysis of revenue forecasts, expense management, and return on investment, our business plan underscores the viability and profitability of Amore Cookies in the dynamic market landscape. This business plan serves as a roadmap, guiding Amore cookies towards continued success in the world of artisanal cookies. As we embark on this journey, the essence of love and indulgence will continue to be at the heart of everything we do.

INTRODUCTION TO THE BUSINESS

Our company name is Amorè cookies which "Amore" is an Italian word meaning "love". The use of an Italian word adds a touch of cultural elegance and sophistication. Italy is often associated with culinary excellence and a rich tradition of artisan food. Besides, the name " Amorè Cookies" is catchy and memorable. We believe that a memorable name is essential to build our brand recognition and repeat business. Next, for our business logo, we create this logo as it can attracts attention and makes a positive first impression. We choose to include the cookies shaped in our logo since chocolate chip cookies is our classic favourites in our shop. The color palette consists of warm and inviting tones, such as rich browns for the cookie and soft yellow which will create a visually appealing and appetizing look.

Indulge in the sweet symphony of flavors with Amorè Cookies, where passion meets perfection in every bite. Founded in 2023 by cookies enthusiasts, our cozy bakery is in the heart of a bustling urban center, which located in IOI city mall Putrajaya, providing a heaven for individuals seeking not just a sweet fix but a unique and welcoming experience. We believe that by placing "Amore Cookies" in a mall will allows customers to include our shop as part of their overall shopping and leisure experience, enhancing the likelihood of spontaneous purchases. Amorè Cookies takes pride in offering a diverse and tempting range of handcrafted cookies, ranging from classic favorites to our premium Amore Collection, which a testament to our commitment to quality and innovation. The use of premium ingredients ensures not only delectable flavors but also a consistently high standard of quality in every batch.

Amore Cookies has adopted a partnership business structure, fostering a collaborative and synergistic approach to our operations. In this structure, the business is owned and managed by six partners who share responsibilities, decision-making, and profits. The partnership model aligns well with Amorè Cookies main purpose to creating a business that reflects shared values, expertise, and a passion for baking. Together, we form a dynamic partner, combining the artistry of baking with strategic business vision. All of our department were lead by 6 wonderful people which each of us contributing our unique skills and expertise to create a brand that goes beyond merely selling cookies.

Talking about target market, Amore Cookies strategically targets a diverse demographic, appealing to a broad spectrum of age groups and lifestyles. Our primary demographic includes young professionals, families, and individuals with a taste for premium, handcrafted cookies. In addition, in Amore Cookies, we understands the significance of cookies in celebrating special moments because of that, our target market also includes individuals and businesses looking for exceptional cookies for occasions such as birthdays, weddings, anniversaries, and corporate events.

JUSTIFICATION FOR STARTING THE BUSINESS



The purpose of launching "Amorè Cookies" is deeply rooted in a shared passion for baking which all of the manager behind this succesful company share a deep passion for baking and a love for crafting stunning desserts. Amore Cookies is an embodiment of our shared enthusiasm for creating delicious treats that bring joy to people's lives. The process of creating delicious, aromatic cookies can be a deeply satisfying and rewarding experience for those who love working with ingredients and experimenting with flavors like us.

The name "Amorè Cookies" reflects the business's core philosophy of sharing love through food. We believe that each cookie involves a genuine expression of care and dedication. Every ingredient, every mixing and baking technique and every finishing touch represents an artisan's commitment to perfection.

PURPOSE PREPARING BUSINESS PLAN

Preparing a business plan serves several crucial purposes for entrepreneurs and business owners. A business plan acts as a roadmap, outlining the goals, strategies, and milestones that a business aims to achieve. It provides a clear direction for the company's growth and development over time. This strategic document serves as a guiding framework that outlines the business's mission, vision, goals, and the strategies to achieve them. A well-crafted business plan forces entrepreneurs to thoroughly analyze their market, understand competitors, and identify potential challenges. By defining clear objectives, it becomes a benchmark for evaluating performance and measuring success.

Preparing a business plan to attract investors is one of the main purpose since investors want transparency regarding how their capital will be utilized. A good business plan clearly articulates how the investment funds will be used to fuel the business's growth, allowing investors to assess the alignment of their investment with the business's strategic objectives.

