



UNIVERSITI TEKNOLOGI MARA

ENT 300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

PARADISE TART HOUSE

PREPARED BY:-

MARSILA JIMIN

2012259342

MOITAH LANTAMAN

2012498864

NORAFIKAH WATIN

2011452534

REZIELLA LAHAH

2012226072

FARIDAH MASLIH

2012889496

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EXECUTIVE SUMMARY

This report is about entrepreneurship that we are required to fulfil the criteria in this assignment. This report carries about 10 percent of the total grade. We are required to produce product whether it is new product or we improve the existing of the new product. Finally, after we discuss with our group members, we decided to improve the existing product such as tart and chips. Our group members consist of five people which are Marsila Jimin as general manager, Norafikah Watin as operational manager, Moitah Lantaman as marketing manager, Reziella bt lahaji as administration manager and Faridah Maslih as financial manager.

The vision of our Paradise Tart House shop is to be the well known and to become one of the best seller of tart around Sabah especially in Kota Kinabalu area. We also aim to increase our profitability to RM150000 every year so that we can expand our shop in Sabah.

The mission of our business is produce tart in many types of flavor, size and also delicious tart that is different from the others shops for our customer. Other than that, our mission is also give an excellent service to our customer that comes at our shop.

The objectives of our business is to determine our future achievement, to attract investors to produce the capital needed to start business, use as a future reference, as a management tools that can be referred to ensure the business is on the course of achieving its vision, mission and also the objective of our company. Last but not least, our objective is also to evaluate the business liability, market sales and the demand from the market so that we are in the right roads to increase our profitability in every year best on what we have already plan.

1.0 INTRODUCTION

My partnerships and i have decided to open a shop that selling many types of tart. The name of our shop is Paradise Tart House. The reason why we choose this name for our shop is because we want to attract more customers. The word "Paradise" is mean heaven, so it can describe that when you eat our tart, it taste delicious and you feels like in heaven. We also want that when the customers see our shop name and they are attracted to come in our shop and try our product.

Paradise Tart House is located at 1 Borneo shopping mall, Jalan Ums, 77100 Kota Kinabalu, Sabah. We choose this location because it is convenient for our customers and also 1B is one of the place that people able to come because near to highway and easy to find. Besides, there are lot of parking lot provided for customers. Our main product is tart. We choose Tart as our main product because now days, Tarts have become popular especially in kota kinabalu area. We noticed that many shops selling the same that our shop sell but our shop is different than the other tart shop. Our Paradise Tart House is selling tarts in different types of flavor, size, decorations and also packages. They are many types of flavor that we sell for example egg tart, cheese tart, fruit tart, peanut and kaya tart, cream tart and many more.

Our goal is to be the well known Tart shop in Kota Kinabalu as well as Sabah area. We also aim to increase our profitability to RM 150000 per year because we want to strategize our sales and marketing by taking it easy from small things. The form of our business is partnership business which includes five partners. The reason why we choose partnership is because it is easy to setup with formalities and also easy to secure financial assistance when compared with sole proprietorship. We, Paradise Tart House, believe that our business has the potential to be success because our product is different from the other shop that selling the same like our product.