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CARAMELLA ENTERPRISE

Caramella

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EXECUTIVE SUMMARY

The content of this business plan is about a list of food product that will provide three types of snack that are chocolate, candy and peanut for community around Segamat area especially for those who live nearby One Segamat Shopping Centre. Basically, **Caramella Enterprise** is a food product business that based on partnership business which consist of 6 upper managers; lead by Chief Executive Officer, Marketing Manager, Financial Manager, Administrative Manager and Operational Manager. All of partner contribute capital to run the business.

Caramella Enterprise product offer high quality of food and provide comfortable environment. Besides, we also provide product with reasonable price and friendly services for the customer. Other shop also provides booking services for our customer. For other services that customer needs, we are giving consideration or any complimentary will take to make them satisfied. In order to ensure effective and efficiency of our business transaction, our shop will be always trying to grab customer interest and fulfill their satisfactory. From that way we hope that our business run smoothly according to what we had planned and achieve our objective.

1.0 INTRODUCTION

Caramella enterprise is a partnership business which the main business is sells variety of snacks, especially chocolate, sweets and party's accessories. By using concepts pick and mix, customers can choose whether they want sweets or snacks and measuring the weight of the snacks. We provide accessories for party so that people can easily have it and buy it. We also make hampers for gifts. We also have online shop, so that, people will be easy to find us. We also have services to supply our products to the companies if there any events that they want to held. The business is in form of enterprise which consists of five shareholders. All shareholders had agreed as stated in agreement letter which the amount of capital, profit and loss will be divided as stated ratio. We choose this kind of business because it shows the equality and no one will be discriminated as the profits and losses are equally divided in the end of the accounting period. In other way, the partnership is a perfect option to be taken because the shareholders will always sharing idea and knowledge in order to give joy to other people and achieve a good product every day.

1.1 Purpose of Business Plan

Through all the survey and our own research, we found out that the purpose of our business plan is as a reference in managing our business. Beside that there are also other purposes as follow:

- ❖ To be use as a guideline for our next possible business where we can gain sufficient information that can be use in setting up a business.
- ❖ To make an analysis in conducting a business.
- ❖ To convince the relevant financial institution for support.
- ❖ To provide the common steps in embarking a new business. It will make it much easier for us to run the business and gain profit as expected.
- ❖ To obtain RM50 000 business loan from Bank Islam.
- ❖ Beneficial to everyone where it can help in entrepreneurship.



1.2 BUSINESS OBJECTIVE

As a new comer, we have agreed and planned to start a business with a mission to achieve our target. Our objectives as follows:-

- to have an experience in business field
- to satisfy customer's need and demand
- to gain high profit
- to inspired youth to join in business field
- to provides job opportunity for bumiputra

1.3 MISSION

- To give customer needs and demand.
- To brings satisfaction to customer.

1.4 VISION

- To be the best among the rest in the snack shop zone and expand the branch in each state.

1.5 CAMELLA LOGO DESCRIPTION

Sweet

- To bring sweet memories while customer enjoy our snack

Circle

- Circumference perfection all the efforts of the mission and vision in our shop.

Red

- Passion
- To make sweet lover become more passion into our snack shop.