



UNIVERSITI TEKNOLOGI MARA
CAWANGAN SABAH

ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
DARK SOCIETY ENTERPRISE

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EXECUTIVE SUMMARY

The name of our company is Dark Society Enterprise. Our company sell pizza maggie in Sabah for example, Kota Kinabalu, Penampang, Tuaran, Sepanggar, Papar and more. We provide services to deliver the foods to consumer.

Our main office is located at AlamMesra, Sepanggar, Kota Kinabalu Sabah. We are available from Monday to Saturday from 8am to 6pm. The idea of opening this business come from the famous "ramen burger" in New York. We believe that this business will become successful the same as the original ramen burger which already making its name overseas.

In order to start this business, we need almost a RM150, 000.00 of capital. We also contribute our own assets inside this company.

ACKNOWLEDGEMENT

First of all, we are grateful to Allah S.W.T. as we are able to produce this business plan. We have encountered a variety of obstacles and difficulties in preparing this proposal. We have managed to complete this proposal on time by having full cooperation from all of the group members. Special thanks to our families and colleagues who gave us support in every single minute.

We would also like to thank our beloved lecturer, Mrs Dayang Kamisah Binti Ag Budin for guiding and supporting us in completing our business plan. Her ideas, general knowledge and corrections have given us the courage and strengths in making this business proposal into reality.

By implementing our mind as an entrepreneur, we can see the opportunity in proposing this business in the future. With the knowledge that we have learned, we strongly believe that this business can go further in the future. We hope that by doing this business plan, we are able to understand more on how does a business work and we are looking forwards to make this business becomes reality.

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