



اَبُو بَكْرٍ سَيِّدِي تَبَاكَوْ لَوْ كُنِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT
DIPLOMA IN SPORT SCIENCE (SR113)
SR1134B
FUNDAMENTALS OF ENTREPRENUERSHIP
ENT 300

GROUP ASSIGNMENT:

BUSINESS PLAN

PREPARED FOR:

MADAM SITI FAHAZARINA BINTI HAZUDIN

PREPARED BY:

NURUL NABILAH BT MOHAMED (2019296986)

SITI UMAIRAH ZULKIFLI (2019242754)

MUHAMMAD ALFI ISKANDAR SHAH BIN HARUN SHAH (2019417708)

JALALUDDIN BIN NASIRUDDIN (2019417316)

MUHAMMAD ARIF BIN FAIZUL (2019258966)

DATE OF SUBMISSION:

16TH JULY 2021

LETTER OF SUBMISSION

Diploma in Sport Science (SR113)
Faculty of Sport Science and Recreation
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

16 JULY 2021

MADAM SITI FAHAZARINA BINTI HAZUDIN
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Sport Science and Recreation
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**MELLOW CRUNCH ENTERPRISE - CHOCO JAR**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

.....
SITI UMAIRAH BINTI ZULKIFLI
(GENERAL MANAGER)

ACKNOWLEDGEMENT

My team and I were very grateful that we are given opportunity to experience on how to run our own business by ourselves. We are very proud to say that we are strong enough to reach the ending of the business plan which is this is one the requirements taht we need to accomplish in the course work assessment for the code ENT300.

First and probably most important, we would really want to express the deepest appreciation to Prof Madya Madam Siti Fahazarina, our lecturer, for her guidance and continuous encouragement. We won't be able to conclude our Business Plan without her help and support. Thank you also to our family for always being there for us and for their unwavering support. Not to forget, my teammates who always be there through thick and thin and any difficulties in order to accomplish this assessment.

Along the way we made this project a success, we have been through any challenges that make us become open minded and it also lead us to think beyond our imagination. We have learn many tips and solution on how to organize financial, orginization and management in a proper way.

TABLE OF CONTENTS

BIL	TOPIC	PAGES
1.	LETTER OF SUBMISSION	2
2.	ACKNOWLEDGEMENT	3
3.	TABLE OF CONTENT	4
4.	EXECUTIVE SUMMARY	5
5.	BUSINESS MODEL CANVAS (BMC)	6
6.	1.BUSINESS BACKGROUND	7 - 9
7.	2.OWNER BACKGROUND	10 - 12
8.	3.ADMINISTRATION PLAN	13 - 16
9.	4.MARKETING PLAN	17 - 23
10.	5.OPERATIONAL PLAN	24 - 30
11.	6.FINANCIAL PLAN	31 - 36
12.	7.CONCLUSION	37
13.	APPENDICES	38 - 39

EXECUTIVE SUMMARY

Mellow Crunch Enterprise sells chocolate jars under the Mellow Crunch name. Melaka's Mellow Crunch Company has established itself as the leading provider of choco jars. The company intends to deliver a high-quality chocolate and ingredients in the next choco jar. To keep marketing at competitive prices, we also employ milo as an addition in choco jars.

Our company will be based in Melaka's klebang district. Our company will offer walk-in, delivery, and shipping options. Except for the delivery service, we operate every day, including weekends. Siti Umairah binti Zulkifli, Nurul Nabilah binti Mohamed, Jalaluddin bin Nasiruddin, Muhammad Ariff bin Faizul, and Muhammad Alfi Iskandar Shah bin Harun Shah are the five people who handle the firm.

Siti Umairah is the General Manager of the Mellow Crrunch Enterprise. The Administrative Management positions has been held by Nurul Nabilah. Jalaluddin is the one who keep his eye on the Production Manager. Muhammad Ariff has been handling Finance Manager. The Marketing Manager is the positions of Muhammad Alfi Iskandar Shah.