



اَوْنِيُوْزْ سِيْتِيْ تِيْكَوْلُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF SPORT SCIENCE AND RECREATION**

**DIPLOMA IN SPORT STUDIES (SR113)**

**SR1134B**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**ENT 300**

**ASSIGNMENT 4 BUSINESS PLAN :**

**GIANTS BROWNIES**

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**SUBMISSION DATE:**

**16<sup>th</sup> JULY 2021**

## LETTER OF SUBMISSION

12 JULY 2021

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Madam,

### **Submission of the Business Plan (ENT 300)**

Attached here with is our business plan title "**BUSINNES PLAN – GIANT BROWNIES**". This is to fulfill the subject of ENT300 requirements.

Thank you,

Yours sincerely

...izzah atirah.....

Giant Co.  
General Manager

## ACKNOWLEDGEMENT

Bismillahirrahmannirahim,

First of all, I thanked Allah because it gave us the strength to finish this project, I thanked my group members cause helps each other and fairly divides all the works despite the limited group members, which only four of us which quite hard but we made it.

Thank you Norsyazwani Aina because did a very good job on editing and directing the promotional video, thank you Nurul Syuhada Izaty because lead us in this last project of this semester. Next, thank you to Nur Izzatul Balqis because explaining about this project when all of us a little bit blurry regarding this business but we made it until the end and of course, I thanked myself because I finally get through this project and helping all my group members and do my part with my sincere heart.

Moreover, when doing this project, I can imagine building our own magical shop and successfully doing this business. This is dreams come true with designing everything by ourselves either interior design until all the material needed in this business.

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## EXECUTIVE SUMMARY

GIANTS BROWNIES is located in Lot 265, Jalan Cenderawasih 12, Taman Cenderawasih, 70300 Seremban, Negeri Sembilan. Our company providing product with chocolate based such as choco jar and brownies with an attractive packaging. The brownies is the best seller that suitable to eat in any situation such as watching movie or make as desserts. We try to make it unique than the other product as we add biscoff spread as addicational flavour.

We have three main target market that are the major residents of Taman Cenderawasih. Children and family is among the scattered contributors for our sales because of this population really like sweet treats. For students that's due to pandemic of Covid 19, they are required to study at home that make them more stress, because of that we target students to buy our products to reduce their stress. Based on our observations, all these target market really helps us to achieve our target sales.

Administration are the most important thing when opening a business. This is were our company plan our manpower, task, office equipment and others. This is to guarantee the business runs efficiently. The implementation, development and continuity of the business depends on the ability and administration ability. Our manager must have provide organizational capabilities. The resources refer to capital, manpower, technology and materials. This planning involved the goal setting and defining the actions need to be taken in order to achieve goals and objectives.

Next, for our operational plan is a guide for every staff on how to operate the business. It will show the step to make the business run smoothly according to the objective of our company. Our operating hour is 11 hours per day which is 11.00 a.m until 10.00 p.m that allow customers easilt get our products eventhough at night while for working days, it is 6 days per week that consists of Tuesday until Sunday.

Lastly, the most important plan for our company that is financial plan. This is final step in preparing a business plan. A financial plan can be a budget plan for spending and saving future income. It is very important for us to plan a business. The importance's for this financial plan is to determine the size of investment that we needed and relevant source of finance to start a new business. It can summarize the cost of buying fixed assets, working capital requirements as well other expenditures required to implement the business and amount needed.