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DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

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FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

CHOCOLUXE SDN BHD

CHOCOLATE SURPRISE BOX & CHOCOLATE CARVING

PREPARED FOR:

DR HASNIZAWATI BINTI HASHIM

PREPARED BY:

NAME	STUDENT ID
NUR ATHIRAH IZZATI BINTI AKTAR APANDI	2018636376
NUR IZZATUL HANI BINTI ASRUL SANI	2018433284
WAN NURUL NATASYA FATIHAH BINTI WAN ARIF NOOR	2018636362
NURLISA FARHANA BINTI YAHYA	2018471056
NURUL SYARAH AIN BINTI ZULKEFLI	2018253428

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LETTER OF SUBMISSION

Diploma in Public Administration (AM110)
Faculty of Administrative Science and Policies Studies
Universiti Teknologi MARA Cawangan Pahang, Kampus Raub
27600 Raub Pahang

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Dr. Hasnizawati Hashim
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang, Kampus Raub
27600 Raub Pahang

Dr,

Submission of the Business Plan (ENT 300)

Attach is the business plan title **“CHOCOLUXE SDN BHD – CHOCOLATE SURPRISE BOX & CHOCOLATE CARVING”** to fulfill the requirements as needed as university requirements.

Below is the list of the group members that involved in completing this business plan:

NUR ATHIRAH IZZATI BINTI AKTAR APANDI	2018636376
NUR IZZATUL HANI BINTI ASRUL SANI	2018433284
WAN NURUL NATASYA FATIHAH BINTI	2018636362
WAN ARIF NOOR	
NURLISA FARHANA BINTI YAHYA	2018471056
NURUL SYARAH AIN BINTI ZULKEFLI	2018253428

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All Praises Be to Allah, The Most Loving, The Most Merciful

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EXECUTIVE SUMMARY

In Kajang, Selangor there is one brand-new established chocolaterie that venture in a business of manufacturing chocolates. The company's brand is CHOCOLUXE SDN BHD, the local-owned and operated chocolaterie that produces its own chocolate and provide chocolate carving service. Our focus is to make people happy by delivering variety selection of surprise box that comes with our special homemade chocolate, as well as carving the chocolate according to customer's demands.

Our choloterie upholds the concept of partnership and currently conducted by five creative and powerful women. We have the General Manager, Administration Manager, Marketing Manager, Financial Manager and Operational Manager to run this business. The outlet is located at Lot 42, Jalan SS 25/28, Bandar Kajang Indah, 43000, Kajang, Selangor. Chocoluxe targeted customer is categorized based on the income level. However, we also expect the youth and children to come and drop at out chocolaterie as they are more likely to prefer chocolates.

The official tagline of Chocoluxe is "sweetness in every bite" as we bring the sweet taste and sweet memory for the customers in each bite. Our products also bring the luxury feeling to our customers right after they take a bite of our chocolate. Chocoluxe offer two selections of chocolate flavour which are rich dark chocolate and white chocolate. Moreover, we provide three packages for surprise gift box in which customer can choose for their special occasions. Chocolate carving is our unique and secret weapon to attract people attention. The chocolate will be carved according to customer's need.

The price for our products are reasonable. The lowest price of our product is set at RM16 and the highest is RM20. The price for surprise chocolate box is RM16 while the price for chocolate carving is RM20. However, the price may differ due to some conditions and external charges. In Chocoluxe, we strive for customer friendly. We offer a delivery service for the customers to make their job easier. Therefore, customers can choose to either walk in to our outlet or request a delivery service. Open every day except on Tuesday, we are operated from 8:00 a.m. to 5.00 p.m.

Realizing the importance of social media to compete with other brands, we are also available in our own website, Instagram and Facebook. Our digital website will provide you the details of our company. By using Instagram and Facebook, we are able to communicate with our customer or potential customers easily. You may go to Chocoluxe.com.my to hit our website or follow us at [@Chocoluxe](https://www.instagram.com/Chocoluxe). You might as well like our business page "Chocoluxe-Sweetness in every bites" in Facebook. The business contact number is provided at all these social media platforms so that customers can contact us for some inquiries.