



اَوْبُوْ رَسِيْتِي تِي كُوْلُوْ كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

AM1105F

FUNDAMENTALS OF ENTREPRENUERSHIP (ENT 300)

BUSINESS NAME

LE. PETITE SCRUMPTIOUS COOKIES

PREPARED FOR:

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Contents

LETTER OF SUBMISSION.....	1
ASSIGNMENT PROJECT DECLARATION FORM	2
EXECUTIVE SUMMARY	8
1.0 BUSINESS BACKGROUND.....	10
1.1 Vision and Mission.....	10
1.1.0 Vision.....	10
1.1.1 Mission	10
1.2 Organizational Chart.....	11
1.3 Logo and Motto	12
1.3.1 Logo.....	12
2. OWNER BACKGROUND	13
2.1 Manager	13
2.2 Administration Manager	14
2.3 Marketing Manager	15
2.4 Operation Manager	16
2.5 Financial Manager.....	17
3. ADMINISTRATION PLAN	18
3.1 Introduction	18
3.2 Manpower Planning	19
3.3 Schedule of Task and Responsibilities.....	19
3.4 Schedule of Remuneration.....	21
3.5 Office Furniture, Fitting and Office Supplies.....	22
3.6 Administration Budget	24
4. MARKETING PLAN.....	25
4.1 Introduction	25
4.2 Description of products.....	25
4.3 Target market	26
4.4 Market size.....	27
4.4.1 Population table.....	27
4.4.2 Total market size.....	27
4.4.3 Total market size.....	28
4.5 Competitors.....	28

LETTER OF SUBMISSION

Diploma in Public Administration (AM110)
Faculty of Administrative Science and Policy Studies
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

29 JANUARY 2021

Madam Rozieana Binti A Halid @ Khalid
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**Le. Petite Scrumptious Cookies**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely



.....
Khairunnisa Aqilah Binti Ramli
General Manager

EXECUTIVE SUMMARY

Our business name is known as Le. Petite Scrumptious Cookies. The cookies shop is located at Nadi 15, Precinct 15, Putrajaya. Our shop sells freshly baked cookies with various flavors from basic chocolate chips to sea salt cookies which have been modernized. We are offering five different flavors which are basic chocolate chips, red velvet cookies, brownies cookies, dark chocolate Belgian cookies and sea salt chocolate chip cookies. The owner and the other cookie bakers are well-experienced bakers and have excellent skills in baking. Our shop also offering a high-quality and premium ingredients in the cookies to make sure it taste different from a regular cookies which are more delightful, full with taste, and crispy. Also, our cookies are freshly baked every day and it is suitable as a dessert, snacks or for any occasion. To add up, our scrumptious chocolate chip cookies recipe is from the owner's family heritage recipes and we modernized it to create another flavors which based on these days trend that become popular among the people. We chose to create this business because it is a good start for us to involves in the food industry to continue our owner's family recipe and we are confident that we are able to expand our cookies business later. From our observation, the majority of people choose cookies as a go-to dessert or snack and also some people love to make cookies as a door gift for their event. Also, cookies are everyone's favorite not only kids but the old folks too. This makes us feel more confident in bakes more cookies for our shop. Besides, our shop provides walk-in services and there is no dine-in services in our shop. Our staff will assist the customer in choosing their cookies to take-away. We also have other options for the customers to buy our cookies that we already packed in a jar for RM35 each. Other than that, we also provide delivery services with charges depending on the distance

1.0 Business Background

Table 1.0 Business Background

Name of the Business	Le. Petite Scrumptious Cookies
Business Address	
Correspondence Address	
Website	
E- mail	
Telephone Number	
Fax Number	
Form of Business	Partnership
Main Activity	Producing and selling cookies
Date of Commencement	22 February 2021
Date of Registration	16 June 2020
Registration Number	-
Name of Bank	Maybank
Bank Account Number	

1.1 Vision and Mission

1.1.0 Vision

- Our vision is to convey the flavours and images of indulgence and exclusiveness of the premium cookies to the people.

1.1.1 Mission

- Our mission is to offer a perfect home made style cookies without preservatives to the market.