



**FACULTY OF COMPUTER SCIENCE AND MATHEMATICS**

**DIPLOMA IN COMPUTER SCIENCE (CS110)**

**CS1104A**

**FUNDAMENTALS OF ENTREPRENUERSHIP**

**ENT 300**

**PALETTE SWEETS ENTERPRISE**

**PALETTE SWEETS**

**PREPARED FOR:**

**MADAM ROZIEANA BINTI A. HALID**

**PREPARED BY:**

**NUR FATINI BINTI HAMDAN**

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## LETTER OF SUBMISSION

Diploma in Computer Science (CS110)  
Faculty of Computer Science and Mathematics  
Universiti Teknologi MARA Cawangan Pahang  
27600 Raub, Pahang

7 July 2020

Madam Rozieana Binti A. Halid  
Lecturer of Fundamentals of Entrepreneurship (ENT300)  
Faculty of Business and Management  
Universiti Teknologi MARA Pahang  
27600 Raub Pahang

Madam,

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

Attach is the business plan title “**Palette Sweets – Cupcakes and Coffee**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

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.....  
NUR FATINI BINTI HAMDAN  
General Manager

## ACKNOWLEDGEMENT

Firstly, Alhamdulillah, I am most grateful to Allah S.W.T for the completion of this Business Plan as one of the requirements assessment course work that need to be achieved for subject code ENT300. I accepted this as a challenge to myself because it develop my passion and ability to create a new ideas on business field. In addition, business plan also helps me on encouraging my efforts on becoming more educative and succeed in the business field. I want to dedicated my special thanks to my family especially my parents for giving me the couragement and time commitment to complete the business plan.

In the efforts of this case study, I also would like to give the utmost gratitude to the lecturer of ENT300 for the class CS1104A, Madam Rozieana Binti A. Halid for giving us her time and teachings while we conduct this business plan under her guidance. She has helped us with thorough explanations and details for every section in our business plan in order for us to understand.

A special thanks should also be given to the my family and friends for giving their love and moral support for me while I am trying my best to complete this case study in this kind of situations. As a result, I have planned my own business plan which covers organization, marketing, operations, financial and other information needed by an entrepreneur as a guideline to start a new business

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## EXECUTIVE SUMMARY

What place first comes to your mind when your colleagues invite you to a meetup? A warm, chill environment where you could spend a long time with your friends over a cup of coffee and some sweet treats? Palette Sweets is the perfect place for it, a cafe mainly focusing on beautiful visuals, mouth-watering cupcakes and well-brewed coffee for the coffee lovers. Students and career people who love to study or do their work at cafes are definitely most welcome here. Not just that, either you are planning to grab some quick sweets on your way, or thinking what food to bring to an event, our cupcakes will be the perfect choice! There are 12 flavours to choose from and several types of coffee to suit your taste - Oh and of course hot chocolate too! We admit that Malaysians are more familiar with cakes and cookies, but we believe that our cupcakes can be the new trend and be as famous as they are in other countries. We are also available for those who crave for something sweet at home, which they can order online and only a phone call away!