



اُنْبُوْا رِسَالَتِيْ تِيَاكُمُوْا لِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF COMPUTER SCIENE AND MATHEMATICS**

**DIPLOMA IN COMPUTER SCIENCE (CS110)**

**CS1104A**

**FUNDAMENTALS OF ENTREPRENUERSHIP**

**ENT 300**

**BERJAYA COOK SDN BHD**

**LICIOUS COOKIES**

**PREPARED FOR:**

**PUAN ROZIEANA BINTI A.HALID @ KHALID**

**PREPARED BY:**

**NUR ATIQAH BINTI SHAMUDDIN (2018423056)**

**DATE :**

**17 JULY 2020**

## LETTER OF SUBMISSION

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

18 June 2020

Puan Rozienna binti A.Khalid @ Khalid  
Lecturer of Fundamentals of Entrepreneurship (ENT300)  
Faculty of Business Management  
Universiti Teknologi MARA Campus Raub Pahang  
27600 Raub Pahang

Madam,

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

According to the title above, we would like to submit our business plan on the name of Berjaya Cook Sdn. Bhd. Consist all the details, examples, documents and the following procedure which is located at Bangsar, Kuala Lumpur.

2. This report consists of important component and aspect that have been considered since the beginning of this business. It includes company background, product description, marketing plan, operational plan plus all other information in the business plan.

Thank you,

Yours sincerely

.....  
(NUR ATIQAH BINTI SHAMUDDIN)  
General Manager

## **ACKNOWLEDGEMENT**

First and foremost, I would like to show my gratitude and thankful to Allah S.W.T for the completion of this business plan as one of the requirement that need to be complete in the course work assessment for the course Fundamentals of Entrepreneurship (ENT300).

Special thanks to my parents for supporting me to complete this business plan. I also would love to thank my lecturer, Puan Rozieana binti A.Halid @ Khalid also known as Mommy for her kindness in helping my classmates and I during the process of completing this assessment. Puan Rozieana binti A.Halid @ Khalid has given her fully guidance and instructions to help us from the start until the end. Without our lecturer, my friends and I would not be able to complete this business plan.

Not to be forgotten, to those who involved and contributed directly and indirectly during the completion of this business plan, I feel very grateful for the effort they have shown until I have successfully completed my business plan.

Lastly, when making this business plan, I have managed to overcome with my problems in gathering the information and become more calm when handling this business plan. This business plan report covers topic about our company background, product or service description, marketing plan, operational plan, financial plan and other information to start this business.

## TABLE OF CONTENTS

<b>CONTENTS</b>	
LETTER OF SUBMISSION	2
ACKNOWLEDGEMENT	3
TABLE OF CONTENT	4
EXECUTIVE SUMMARY	5
1. INTRODUCTION 1.1 Name of Business 1.2 Location of the Business 1.3 Date of Business Commencement 1.4 Future Prospects of the Business	6
2. PURPOSE 2.1 ..Purpose preparing business plan	7-8
3. BUSINESS BACKGROUND 3.1 Mission and Vision 3.2 Organizational Chart 3.3 Logo and Motto	9-12
4. BACKGROUND OF PARTNERSHIPS	13-17
5. LOCATION OF BUSINESS	18
6. MARKETING PLAN	19-27
7. OPERATIONAL PLAN	28-35
8. ADMINISTRATION PLAN	36-39
9. FINANCIAL PLAN	40-44
CONCLUSION	45

## **EXECUTIVE SUMMARY**

BERJAYA Cook Sdn. Bhd. offers bakery products and services for costumers, providing the variety cookies that surely will gives high satisfaction of consumer. Our clients is customers identifying as middle and low class who want want become product with affordable price to our customers.

Our business located area Bangsar, Kuala Lumpur. There are four business company that sell similar things like us in Bangsar, Kuala Lumpur but we are the only one that have delivery services to our customer's place.

In our company, there are 6 main managers which are General Manager, Administration Manager, Operation Manager, Financial Manager and Marketing Manager. Our workers have extensive experience in finance, businesses, sales and accounting.

BERJAYA Cook Sdn. Bhd. Marketing strategy is to emphasize the quality and affordable price of our products and services. Thus, we develop marketing strategy that can attract customers to come to our Licious Cookies shop.