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UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN COMPUTER SCIENCE (CS110)

CS1104A

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

KIMS CHOCOLATE

SWEETS

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LETTER OF SUBMISSION

Diploma in Computer Science (CS110)
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Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**KIMS CHOCOLATE – SWEETS FOR ALL**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

Kimyaga

.....

M. Haikal Hakimi
General Manager

ACKNOWLEDGEMENT

Alhamdulillah, we are most grateful to Allah SWT for the completion of this Business Plan as one of the requirements that need to be accomplish in the course work assessment for the code ENT300.

Special thanks to our parents in supporting us to complete this business plan. This business plan has been prepared with the cooperation and support from many people. Besides, not to be forgotten to our lecturer, Madam Rozieana for guiding us during the process of completion of this project work. She has given us a good service by providing useful information to us.

Through these problems we manage to become more organize and mature in dealing with problems that occur during our research. This business plan covers organization, marketing, operation, financial and any other information needed by a new entrepreneur.

Lastly, to those who had involved and contributed directly or indirectly to this business plan, we are very grateful to them for the effort and initiative that they have shown in our project until we successfully completed our business plan. We apologize to all other unnamed person who helped us various ways to complete this project and we hope this business plan report can give us a little bit about entrepreneurship world and fact about how to become an entrepreneur in future.

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EXECUTIVE SUMMARY

Kims Chocolate offers sweets products and services for customers, providing the variety of chocolates that gives high satisfaction of customers.

Our client is customer identifying as middle and low class who want consume products with affordable price of the product. We also targeting busiest workers, students, families and children because we provided shipping service for customers who do not like eating or waiting too long at line at the shop. Our chocolates offers a variety of sweets that will make it interesting.

Selangor is an area that many people are addicted sweets product, it is because of demand of our chocolate is rise over the year. Business has seen an explosion of growth over the year.

Kims Chocolate marketing strategy is to emphasize the quality and price of our products and services. We offered affordable price because we target all of groups like students, workers, children and families who has low income can buy from us. Thus, we develop marketing strategy that gives attraction for people has low income to come to our shop.

We have already manage to make services and product commitments plan to aggressively build our brand through newspaper, ads, internet, media social and signboard. This will help people nationwide to acknowledge our brand and products.