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UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN COMPUTER SCIENCE (CS110)

CS1104A

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

KIKI HOMEMADE ENTREPRISE

KIKI'S BROWNIES

PREPARED FOR:

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LETTER OF SUBMISSION

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Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**KIKI HOMEMADE ENTERPRISE – KIKI’S BROWNIES**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

farhana

.....
NUR FARHANA MISWAN
General Manager

ACKNOWLEDGEMENT

First of all, I want to express my gratitude to Madam Rozieana for patiently giving us guidelines regarding this assignment. During MCO, it must have been a hard feat for Madam to give out clear instructions online compared to in a face-to-face session. So for that, I am extremely grateful.

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EXECUTIVE SUMMARY

Kiki Homemade Enterprise is a manufacturing business which sells confectioneries specially made with less sugar and no preservatives. Established in early 2020, we are striving to be one of the best bakery in Seksyen 27.

In this business plan, there will be details on our backgrounds including our partnerships. Starting from baking at home, we decided to push this business further with our partners.

Our main product is the brownies. Most brownies are too sweet for people who are not a sweet tooth or are having a special diet. Ours are baked with the finest ingredients but less with fine sugar. We also have chocolate chip cookies, croissants, and cupcakes in our menu.

However, there are competitors that we should be aware of. Thus, making a business plan is a wise decision as it helps us to see what we are lacking and what we can do to actually improve our performance. By the end of this business plan, we will have a complete overview of how our small business is going into the market.