



اَوْنِيُوْ سِيْتِي تِي كُوْلُو كِيْن مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN COMPUTER SCIENCE AND MATHEMATICS (CS110)

CS1104A

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

MOCHI

DELY'S MOCHI ENTERPRISE

PREPARED FOR:

MADAM ROZIEANA BINTI A. HALID @ KHALID

PREPARED BY:

Hasanah Balqis Binti Tazri

2018421766

LETTER OF SUBMISSION

Diploma in Computer Science and Mathematics (CS110)
Faculty of Computer Science
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

10 JULY 2020

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 “**DELY’S MOCHI ENTERPRISE**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

Hasanahbalqis

.....
HASANAH BALQIS
General Manager

ACKNOWLEDGEMENT

Alhamdulillah, first of all I would like to thank God as finally I was able to finish my business plan that has been given to me and my friends. Eventhough a little bit distraction and mentally health that happen through all day since we are in the new normal which is Open and Distance Learning (ODL) because of the pandemics. Luckily, all the problems was able to adopt properly and wisely.

The success and final outcomes of this business plan required a lot of guidance and assistance from many people. The most important person is Madam Rozieana (Mummy) who is my ENT300 lecturer that I would not forget to thank to them. I respect and thank Mummy for giving we an opportunity to do this business plan work and providing us guidance which made me complete this assignment on time. I extremely grateful to her for providing such a nice support and guidance.

Lastly, to those who had involved directly or indirectly to this business plan, I am very greatful to them that help me in my business plan until I completed this task.

TABLE OF CONTENTS

NO	CONTENT	PAGE
1	LETTER OF SUBMISSION	2
2	ACKNOWLEDGEMENT	3
3	TABLE OF CONTENT	4
4	EXECUTIVE SUMMARY	5
5	INTRODUCTION	6
6	PURPOSE OF BUSINESS PLAN	7
7	BUSINESS BACKGROUND	8-10
8	BACKGROUND OF PARTNERSHIP	11-13
9	LOCATION OF BUSINESS	14
10	MARKETING PLAN	15-24
11	OPERATIONAL PLAN	25-34
12	ADMINISTRATION PLAN	35-38
13	FINANCIAL PLAN	39-45
14	CONCLUSION	46
15	APPENDICES	47

EXECUTIVE SUMMARY

Dely's Mochi offers Japanese dessert product and services for customer, which is a mochi. We providing two types of mochi which is original and ice cream types with various of flavours in it that will gives high satisfaction to customer.

Dely's Mochi has been established in January 2020. We decided to sell mochi because nowadays people are craving with Japanese dessert but the supply of mochi is not easy to find. So, we decided to open it at Sri Petaling, Kuala Lumpur that is very strategic place to start up our business. As our business located near house area and school, so our target market is for student, teenagers and Sri Petaling community.

Our business goals is to be the first choice of Mochi product in all over the state and become a mochi shop that have trust from Islam customer in Sri Petaling area. Thus, we develop the marketing strategy that gives attention to come to our shop especially muslim that are difficult to find halal mochi shop nowadays.