



اُنِيْوَرْسِيْٓتِيْ تِيْكَنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF COMPUTER SCIENCE AND MATHEMATIC

DIPLOMA IN COMPUTER SCIENCE (CS110)

CS1104A

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

BAMS' SDN. BHD

PRINCESS SUSHI CAFE

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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 “**BAMS’SDN.BHD- PRINCESS SUSHI CAFE**” to fulfil the requirements as needed as university requirements.

Thank you,

Yours sincerely

Nabihah

.....

AIMAN NABIHAH BINTI KHAIRUL ANUAR

General Manager

ACKNOWLEDGEMENT



**In the name of Allah, the Most Gracious and the Most Merciful.
Peace and blessings of Allah be upon Prophet Muhammad**

Alhamdulillah, we are most grateful to Allah S.W.T 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.

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EXECUTIVE SUMMARY

Our clients are the customers identifying as middle and low class who want consume product with affordable price of product. We also targeting busiest workers because we have delivery services of our product to consumers home. Bams' offers a variety of sushi that give nutrition of health, low sugar, low calories and receive halal certificates.

Bams' Sdn. Bhd. marketing strategy is to emphasize the quality and price of our products and services. We offer the affordable price because many people in Jengka very low income and poor family. Thus, we develop marketing strategy that gives attraction to come our shop especially poor people.

The management of Bams' Sdn. Bhd. Consists of 5 lead workers are Aiman Nabihah, Anis Asyiqin, Annisa, Azimah, and Hasanah. Our workers have extensive experience in finance, businesses, sales, and accounting. Five partners will be taking role responsibilities together instead different duties and portfolio duties and portfolio of partners.

Since, we have service and products commitments plan to aggressively build our brand through newspaper, ads and signboard. The loving sushi café that Bams' Sdn. Bhd. will provide is sure to appeal to customers throughout Pahang especially Jengka area.