



DIPLOMA IN PUBLIC ADMINISTRATION

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

ORKEID DOUGH

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LETTER OF SUBMISSION

Diploma in Public Administration (AM110)
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Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**ORKEID DOUGH**” to fulfill the requirements as needed as university requirements.

Below is the list of the group members that involved in completing this business plan:

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Thank you,

Yours sincerely

..... 

(SITI SARAH BT JALALUDDIN)
General Manager

ACKNOWLEDGEMENT

السَّلَامُ عَلَيْكُمْ وَرَحْمَةُ اللَّهِ وَبَرَكَاتُهُ

Praise to Allah for the strength given, finally we have done our business plan report which is Orkeid Dough. We would like to take this opportunity to thank for everyone that who gave us the help and support in completing this project assignment. Without their motivation, effort, thought and facilities is going be tough for us to finish this project.

First of all, we would like to express the deepest appreciation to our beloved lecturer Dr. Hasnizawati Binti Hashim for her commitment, opinions, encouragement and guidelines were invaluable during completing our report. Then, we want to thank you to our classmates for their help, ideas and work hard in accomplish this report.

We want to thank you to all the group members who always helps each other by give an idea and struggled in making it successful. Last but not least, we would also delight to show our gratitude to our parents that poetically who involve in this assignment rather direct or indirectly. I hope that Dr Hasnizawati Binti Hashim will satisfied and give full consideration in marking our business plan report.

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EXECUTIVE SUMMARY

Orkeid Dough is small business which also a new business in this industry that just started to set off in Petaling Jaya, Selangor. The business's name was taken from each alphabet of managers which representing each manager and the meaning of the name also represent flower characteristic which is love. While the dough represents out speciality of the product, we also do not include donut in the name even though our speciality is selling donut because we want to up to date with the latest trend.

As for the business, we want to offer a donut that is low calories and it can be served to all people. Nowadays, lots of people suffering from disease due to the unhealthy diet especially high calorie foods. Therefore, people can still enjoy our dessert with ease as we want to provide a donut which are low sugar, low fat, and low calorie. As our aim is to ensure that our dessert could give the opportunity for those who craving dessert where it is not too sweet and not oily. Our donut also affordable and all level income could taste our dessert.

The organizational chart consists five manager which are General Manager, Administration Manager, Marketing Manager, Operational Manager, and Financial Manager. We also hired three more employees that specialised in the operational production. Our target market around 200,000 people which are suitable ages and come from all level income. Our packaging for donut, each box capacity is 6. This is to help us save cost and at the same time customers tend to buy more than two donuts.

Plus, we also apply for a loan to cover up the furniture and fittings, and machine and equipment as we just started our business and still new. Therefore, we are lacking of capital to purchase those assets. Not only that, with our profit and after we estimates our budget, we believe that we can pay those loans within 5 years.