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DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

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ENT 300

CHOCOLUXE SDN BHD

CHOCOLATE SURPRISE BOX & CHOCOLATE CARVING

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LETTER OF SUBMISSION

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Submission of the Business Plan (ENT 300)

Attach is the business plan title “**CHOCOLUXE SDN BHD – CHOCOLATE SURPRISE BOX & CHOCOLATE CARVING**” 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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All Praises Be to Allah, The Most Loving, The Most Merciful

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EXECUTIVE SUMMARY

In Kajang, Selangor there is one brand-new established chocolaterie that venture in a business of manufacturing chocolates. The company's brand is CHOCOLUXE SDN BHD, the local-owned and operated chocolaterie that produces its own chocolate and provide chocolate carving service. Our focus is to make people happy by delivering variety selection of surprise box that comes with our special homemade chocolate, as well as carving the chocolate according to customer's demands.

Our chocolaterie upholds the concept of partnership and currently conducted by five creative and powerful women. We have the General Manager, Administration Manager, Marketing Manager, Financial Manager and Operational Manager to run this business. The outlet is located at Lot 42, Jalan SS 25/28, Bandar Kajang Indah, 43000, Kajang, Selangor. Chicoluxe targeted customer is categorized based on the income level. However, we also expect the youth and children to come and drop at our chocolaterie as they are more likely to prefer chocolates.

The official tagline of Chicoluxe is "sweetness in every bite" as we bring the sweet taste and sweet memory for the customers in each bite. Our products also bring the luxury feeling to our customers right after they take a bite of our chocolate. Chicoluxe offer two selections of chocolate flavour which are rich dark chocolate and white chocolate. Moreover, we provide three packages for surprise gift box in which customer can choose for their special occasions. Chocolate carving is our unique and secret weapon to attract people attention. The chocolate will be carved according to customer's need.

The price for our products are reasonable. The lowest price of our product is set at RM16 and the highest is RM20. The price for surprise chocolate box is RM16 while the price for chocolate carving is RM20. However, the price may differ due to some conditions and external charges. In Chicoluxe, we strive for customer friendly. We offer a delivery service for the customers to make their job easier. Therefore, customers can choose to either walk in to our outlet or request a delivery service. Open every day except on Tuesday, we are operated from 8:00 a.m. to 5.00 p.m.

Realizing the importance of social media to compete with other brands, we are also available in our own website, Instagram and Facebook. Our digital website will provide you the details of our company. By using Instagram and Facebook, we are able to communicate with our customer or potential customers easily. You may go to Chicoluxe.com.my to hit our website or follow us at @Chicoluxe. You might as well like our business page "Chicoluxe-Sweetness in every bites" in Facebook. The business contact number is provided at all these social media platforms so that customers can contact us for some inquiries.