



اَبُو سَيِّدِي تَيْكُونُ لَوْ كُنِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES**

**DIPLOMA IN PUBLIC ADMINISTRATION (AM1105D)**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**ENT 300**

**BUSINESS NAME : D'FeeNut**

**PRODUCT NAME : Donuts and Coffee**

**PREPARED FOR:**

**MADAM ROZIEANA BINTI A.HALID @ KHALID**

**PREPARED BY:**

|                                      |                   |
|--------------------------------------|-------------------|
| <b>AMIERAH AQILAH BT SUHAIMI</b>     | <b>2018259642</b> |
| <b>NURFADHILAH BINTI FAIRUL EZAM</b> | <b>2018803516</b> |
| <b>SHUHAILA BINTI ABD SALLEH</b>     | <b>2018803616</b> |
| <b>FATIN NAJIBAH BINTI MOHD ZAIN</b> | <b>2018655536</b> |
| <b>NUR FATIHAH BINTI WAZAN</b>       | <b>2018211256</b> |

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## LETTER OF SUBMISSION

Diploma In Public Administration (AM110)  
Faculty Of Administrative Science And Policy Studies  
Universiti Teknologi MARA Cawangan Pahang  
26400 Pahang

29 JANUARY 2021

MADAM ROZIEANA BINTI A.HALID @ KHALID  
Faculty Of Administrative Science And Policy Studies  
Lecturer of Fundamentals of Entrepreneurship (ENT300)  
Universiti Teknologi MARA Cawangan Pahang  
26400 Pahang

Madam,

### **Submission of the Business Plan (ENT 300)**

Attached is the business plan title “**D’FEENUT**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

.....*fadhilah*.....

General Manager

## EXECUTIVE SUMMARY

DFeeNut is a partnership business that commenced on 2nd January 2020. This business consists of 5 members who hold an important position in a company which is General manager, Administration manager, Marketing manager, Operational manager and Financial manager. To start up the business, the required capital was RM100,000 where contribution for each member is RM20,000.

Through the result of a combination of ideas and creativity from every member in the company, the name DFeeNut has been chosen to be our business name. DFeeNut is a combination of Delicious Coffee Donut. It was chosen because it coincides with the vision and mission of our company which is to serve delicious coffee and donuts to all of the donut and coffee lovers out there. DFeeNut is a specialty cafe that offers a variety of donuts and coffee only. We provide fresh and delicious donuts that are cooked daily and using high quality ingredients only. Furthermore, we have around 13 flavours of donuts in our cafe. We also provide fresh coffee using high quality coffee beans specially imported from Indonesia and the Arabian Peninsula.

DFeeNut was located at Ayer@8, C1-G-9, Business Centre, Jalan P8G1, Presint 8, 62100, Wilayah Persekutuan Putrajaya. The location was chosen because it is a strategic area to run this business. It is because the area is close to recreational areas especially on the weekends. It also a hotspot place for workers and community around there especially government workers to eat and hang out after their working hours.

In this report, it consist four main plan on carry out this business which is administration plan, marketing plan, operational plan and financial plan. We can see that each department has their own plans and objectives which need to be implemented in an orderly and correct manner to ensure the business can run smoothly.

## 1. Business Background

*Table 1.0 Business Background*

|                               |  |
|-------------------------------|--|
| <b>Name of the Business</b>   | <b>D'FeeNut</b>  |
| <b>Business Address</b>       | <b>Ayer@8, C1-G-9,Business Centre,, Jalan P8G1, Presint 8, 62100, Wilayah Persekutuan Putrajaya.</b> |
| <b>Correspondence Address</b> | <b>As per business address.</b>  |
| <b>Website</b>                | <a href="#">_____</a>  |
| <b>E- mail</b>                | <b>DFEENUTBUSINESS@GMAIL.COM</b>   |
| <b>Telephone Number</b>       |  |
| <b>Fax Number</b>             |  |
| <b>Form of Business</b>       | <b>PARTNERSHIP</b>   |
| <b>Main Activity</b>          | <b>SERVICES</b>  |
| <b>Date of Commencement</b>   | <b>2nd January 2020</b>  |
| <b>Date of Registration</b>   | <b>9th January 2020</b>  |
| <b>Registration Number</b>    | <b>1239830-W</b>   |
| <b>Name of Bank</b>           | <b>MAYBANK BERHAD</b>  |
| <b>Bank Account Number</b>    |  |