



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَرَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES
DIPLOMA IN PUBLIC ADMINISTRATION (AM110)**

**FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300**

**BUSINESS NAME
YOUSOSWEET CHOCOLATE ENTERPRISE**

**PRODUCT NAME
CHOCOLATE**

**PREPARED FOR:
MADAM ROZIEANA BINTI A. HALID @ KHALID**

PREPARED BY:

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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

15th December 2020

Madam Rozieana Binti A. Halid @ Khalid
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Dear Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title "YOUSOSWEET CHOCOLATE ENTERPRISE – VARIOUS CHOCOLATE" to fulfill the requirements as needed as university requirements.

Thank you,

Your sincerely.

fathirahaqilah

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Nur Fathirah Aqilah Binti Mohd Jahis

General Manager

EXECUTIVE SUMMARY

This paperwork has been dedicated to discuss the Business Plan of Yousosweet Chocolate Enterprise which was established on 14th February 2020. The main purpose of Yousosweet establishment is selling premium quality chocolate with an assortment of flavors and taste of chocolate. Hence, the chocolate lovers in Terengganu can purchase our chocolate products to fulfill their needs and demands. Thus, Yousosweet Chocolate Enterprise produces chocolates that suit the preferences of the younger and teenager, elderly person. Apart from that, the establishment of Yousosweet Chocolate Enterprise also gives a high impact on strengthening relationships among family, friends, lovers and colleagues.

Besides, Yousosweet chocolate can also make a person happy while enjoying every bite of chocolate. Thus, we also provide high-quality and premium ingredients of chocolate in the manufacturing process. We also offer the affordable price of chocolate compared to other chocolate manufacturers in Terengganu and we also provide Jar of Happiness Choco jar, Fruitvale Choc and Sweet love bar chocolate. We ensure the satisfaction of customers in purchasing our chocolate brand by providing different flavors such as original chocolate, dark chocolate and white chocolate. The feedback from customers will be observed to analyze customer's satisfaction and the negative feedback from customers will be tackled promptly as the corrective action to ensure Yousosweet chocolate grows faster in becoming the innovative chocolate brand.

Yousosweet Chocolate Enterprise joint venture with TEKUN Nasional to purchase manufacturing machine. Yousosweet Chocolate Enterprise has hired 22 person employees to ensure the effectiveness and efficiency of our business. Thus, customers can purchase our chocolate product easily through websites, Instagram, Facebook, Twitter, Food Panda and Grab Food. Other than that, our customers can also purchase our chocolate product through walk-in and delivery postage.

1.0 Business Background

Table 1.0 Business Background

Name of the Business	Yousosweet Chocolate Enterprise
Business Address	18A, 4, Jalan Dato' Isaacs, Kampung Dalam Bata, 20100 Kuala Terengganu, Terengganu
Correspondence Address	18A, 4, Jalan Dato' Isaacs, Kampung Dalam Bata, 20100 Kuala Terengganu, Terengganu
Website	www.yousosweet.com.my
E- mail	
Telephone Number	
Fax Number	
Form of Business	Partnership
Main Activity	Provides a variety of products based on many types of chocolate
Date of Commencement	14 February 2020
Date of Registration	8 January 2020
Registration Number	62370895
Name of Bank	Bank Islam
Bank Account Number	