



FACULTY OF APPLIED SCIENCES

DIPLOMA IN SCIENCE (AS120)

AS1205J

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

DOUGHNUT HOUSE JENGKA

FOOD AND BEVERAGES

PREPARED FOR:

SIR AZEMAN ABD MAJID

PREPARED BY:

IRDINA ATHIRAH BINTI AHMAD MUZAMIR	2018245706
MUHAMMAD SYAHMI HUSAINI BIN YUSRI	2018247212
SITI MAIZATUL AKMA BINTI USLEY	2018422676
NADIYA BINTI BASIR	2018245712

LETTER OF SUBMISSION

Diploma in Science (AS 120)

Faculty of Applied Sciences

Universiti Teknologi MARA Cawangan Pahang

Lintasan Semarak, 26400 Bandar Tun Abdul Razak

Jengka, Pahang Darul Makmur

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Sir,

Submission of Submission Plan (ENT 300)

Attach is the business plan tittle '**DOUGHNUT HOUSE JENGKA**' to fulfil the requirements as needed as university requirements.

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

IRDINA ATHIRAH BINTI AHMAD MUZAMIR	2018245706
MUHAMMAD SYAHMI HUSAINI BIN YUSRI	2018247212
SITI MAIZATUL AKMA BINTI USLEY	2018422676
NADIYA BINTI BASIR	2018245712

Thank you,

Yours sincerely

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IRDINA ATHIRAH BINTI AHMAD MUZAMIR

General Manager

ACKNOWLEDGMENT

Assalamualaikum w.b.t

Alhamdulillah on account of God for giving us the solidarity to finish this task. In finishing our task, we had confronted numerous difficulties and preliminaries however with a high tolerance toward the end we are extremely appreciative and feel glad for ourselves.

Most importantly, I might want to offer my earnest thanks to Sir Azeman Abd Majid which is our ENT300 lecturer for managing me and my group since the time we got our task. He caused us in picking our item thought, giving her plans to improve our item and significant direction all through the venture task.

Special gratitude to our General and Administration Manager Irdina Athirah binti Ahmad Muzamir, Marketing Manager, Muhammad Syahmi Husaini container Yusri, Operational Manager, Siti Maizatul Akma binti Usley and Financial Manager, Nadiya binti Basir in finishing this business plan well.

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EXECUTIVE SUMMARY

Jengka doughnut house is one of the business that sold doughnuts and beverages mainly the doughnuts with toppings that is one of the well-known foods nowadays. The idea for bringing up this business came from the western side of this world where the doughnuts are famous at the area. So, we decided to bring those food to our area with a hope that it can satisfied our local appetite. Our business bass located at Bandar Jengka, Pahang. This business was established on January 2020 and keep moving forward till now.

Jengka doughnut house has been competing in the business world roughly for 1 year. With this short amount of time, we did not expect the community of Bandar Jengka welcoming our business with great supports. Because of the supports from the surrounding area, we are planning to expand our business territories around Pahang for the first stage and throughout Malaysia on the next time. This is suitable with the tagline of our business which is "Local products can also stand on the same world stage".

Basically, each business must have their own mission and vision. For Jengka doughnut house this is important because we are really serious on succeeding our products to the world stage and became one of the famous foods and beverages business in the future. For now, we decided on to set our business mission to introduce and exposed unique flavours of doughnuts and beverages to people around Jengka. For our vision, to become the most well-known bakery in Bandar Jengka have been selected as we believe with the supports from the community, our business can step up from stages to stages.

Jengka doughnut house has its own entrepreneurial characteristic to have a healthy competition with the surrounding business. In this company, we adopt the most important aspects for a successful business which is leadership, visionary, confidence and creativity and help each other to stand up together. Despite of the supports from the community of Jengka, we also have our own advantages and weakness in the business. With this, we really put on a high alert to avoid any weakness from slowing down our business progress.