

UNIVERSITI TEKNOLOGI MARA

FACULTY OF APPLIED SCIENCE

DIPLOMA IN SCIENCE (AS120)

AS1205G

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

BUSINESS NAME: CHOCOLATE JAR

PRODUCT NAME: HAENGBOG JAR

PREPARED FOR:

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LETTER OF SUBMISSION

Diploma in Science (AS120)

Faculty of Applied Science

Universiti Teknologi MARA Cawangan Pahang

26400 Pahang

WEEK 14

Madame Faizan Abd Jabar

Lecturer of Fundamentals of Entrepreneurship (ENT300)

Faculty of Applied Science

Universiti Teknologi MARA Cawangan Pahang

26400 Pahang

Madam,

Submission of the Business Plan (ENT300)

Regarding to the matter written above, attach is the business plan title **"Haengbog Jar – Chocojar with Various Toppings"** to fulfil the requirements as needed as university requirements.

Thank you,

Yours sincerely

ZULFA BT MOHAMED

General Manager

ACKNOWLEDGEMENT

First thing first, we would like to express our gratefulness to Allah. Without His blessings and willingness, this task might cannot be completed on time. Also, with His permission, we were able to handle all the obstacles, managing our mental helth which was such a crucial moment for us, in order to finish this task of ours. A huge thanks to our lecturer, Madam Faizan for her effort and dedication while she was teaching us despite all the kilometres that separate all of us from her. Without her guidance, we might lost in the dark since this new norm kind of make everything difficult greater. There are no suitable words to describe her discipline and her helpful self. We also want to talk about how magnificent our parents are. They have become so understanding during this whole online distance learning is happening and they are very committed in tending our every need which we will never take granted for. Moreover, we are glad that we found each other. It has been such a less pressurable ride because everyone is so commited and focus in doing their work. And for that, we are thankful to ourselves and us. Surrounded by right people is one of the important aspect of our lives, and we certainly have no regrets knowing each other.

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EXECUTIVE SUMMARY

This business plan is plainly saturated with detailed business information that is essential to create a business. The business in discuss is Haengbog Jar, a business that mastered the making of scrumptious and healthy choco jar ever made in Malaysia. The business was formed 10 October 2020 and registered under Suruhanjaya Syarikat Malaysia (SSM) in the same year. This business is operated by 5 business partners which are general manager, administration manager, marketing manager, operational manager and financial manager. These manager are responsible in maintaining the smooth flow of the business and in making sure the value of the profit is in a positive value. This business is operated in Raub, Pahang.

There are administration plan, marketing plan, operational plan and financial plan included in this business plan, provided by the dedicated managers of the business. Administration plan is as the guideline to ensure the business run smoothly. While marketing plan is a bunch of detailed strategic guideline to make sure the product is continuously famous and relevant. Operational plan It conveys the mission and the vision of the business in a practical way. Beside helping in making sure the business runs smoothly along with the administration plan, it also helps the business to stay on track of what actually the business is doing, that is why operational plan is actually quite important because it keeps the business stay rooted on its mission and vision. And lastly, one of the vital part of this business plan, financial plan. It is basically managing the most important asset, money. Thus, making it the most important in general.

From the plan, this business is going to have a positive profit as the year increases. The target customers are mainly from the area where this business is operated and might include customers from the nearest area as well.