



FACULTY OF APPLIED SCIENCE  
DIPLOMA IN SCIENCE (AS120)

FUNDAMENTAL OF ENTREPRENEURSHIP  
(ENT300)

**BUSINESS PLAN**  
**AMO LETTER MANUFACTURING SDN BHD**  
**LOVE LETTER BISCUIT**

CLASS:  
**AS120 5K**

PREPARED FOR :  
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DATE OF SUBMISSION: 24 JANUARY 2021

## LETTER OF SUBMISSION

Diploma in Science (AS120)  
Faculty of Applied Science  
Universiti Teknologi MARA Cawangan Pahang  
26400 Pahang

24 JANUARY 2021

Madam Ilyani Binti Azer  
Lecturer of Fundamentals of Entrepreneurship (ENT300)  
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Universiti Teknologi MARA Cawangan Pahang  
26400 Pahang

Madam,

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

Attach is the business plan title “**AMO LETTER MANUFACTURING SDN BHD-  
LOVE LETTER BISCUIT**” to fulfil the requirements as needed as university requirements.

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

NUR ALIYANIYANI BINTI IZANI	2018213704
NURUL AINA BINTI SAIFUL AMIN	2018608256
NURUL AINA BINTI MOHD GHAZALI	2018247032
NURUL FARIHA AINA BINTI MAZALAN	2018692384
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Thank you,

Yours sincerely



.....  
Nurul Aina Binti Mohd Ghazali  
General Manager

## **ACKNOWLEDGEMENT**

Firstly, we are really grateful for giving us this golden opportunity to accomplish one of the group assignment required for this course for the code ENT300 which is business plan. Praise to Allah for the strength given, we finally managed to finish our business plan within the time given from our lecture, Madam Ilyani Binti Azer.

We encountered many challenges during the progress of our business plan. However, the cooperation and all the efforts within our group members which are consist of 5 members, we are able to make it systemize and deal with those problems during the discussion. We are also sincerely would lke to express our special thanks to our respectable lecturer of ENT300, Madam Ilyani Binti Azer for the moral support, guidance and encouragement along our journey in completing this assisgnment.

Lastly, we are making this business plan not only for the marks but the knowledge of the business field that we gained during the work of assignment. May all the hard work and contribution lead to excellent outcome.

## TABLE OF CONTENTS

LETTER OF SUBMISSION.....	1
ACKNOWLEDGEMENT.....	2
TABLE OF CONTENT.....	3
EXECUTIVE SUMMARY.....	4
1 BUSINESS BACKGROUND.....	5
2 OWNER BACKGROUND.....	8
3 ADMINISTRATION PLAN.....	13
4 MARKETING PLAN.....	19
5 OPERATIONAL PLAN.....	31
6 FINANCIAL PLAN.....	39
7 CONCLUSION.....	44
APPENDICES.....	45

## EXECUTIVE SUMMARY

The company name is Amo Letter Manufacturing Sdn. Bhd. This creative name is proposed by our partnership members with a tagline 'Made with Love'. We produce traditional wafer snacks, "Amo Letter" directly to our customer. We serve kuih kapit which is free from harmful food additives. Kuih kapit is a traditional Chinese New Year thin crispy crepe like biscuits. It is because the folding of the Kuih kapit itself is similar to writing and folding love letters and ready to be sent to our loved ones. Amo letter comes in a small box with different patterns and colors. It is also suitable as a gift for any occasion such as a wedding door gift.

Amo Letter Manufacturing Sdn. Bhd is a business based on partnership which consists of five members. We choose partnership business because we find it easier to set up the business and manage any process related to the regulations. Each partner contributes RM 34 204.40 and the total equity contribution is RM171 022. Amo Letter Manufacturing will operate from Sunday to Thursday. We also offer delivery services starting from 11 a.m until 6 p.m.

Our company is located at Lot 44/KL Taman Perindustrian Kecil dan Sederhana, Pasir Mas, Kelantan. The population here is 189 292 people. The location of the premises is very strategic because it is nearby our target market. Thus, it will be easier for the community to notify our business. Our target market is focusing on college students, private employees as well as digital customers.

We use different flavors such as Cocoa Powder and Strawberry Pulp Powder as one of our strategies to produce good products. Light and dry texture of our products give us an opportunity to produce marketable products and services. In order to make it more attractive and special, we use modern packaging with different patterns and colors based on the flavor inside.

In a nutshell, a business plan is a necessary tool for entrepreneurs. It is the main preparation for a group of people including owners, bankers, suppliers, customers and employees. This plan consists of marketing, operation, organization and financial plan. We believe we will be able to achieve our business goal together with a statement of financial position. We will get our return modal within the short time and current ratio will cover our liabilities and. Therefore, our business will grow even further in the future.