



FACULTY OF APPLIED SCIENCE

DIPLOMA IN SCIENCE (AS120)

AS1205L

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

LA GOOEY'S BROWNIES

BROWNIES

PREPARED FOR:

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LETTER OF SUBMISSION

Diploma in Science (AS120)
Faculty of Applied Science
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26 JUNE 2020

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26400 Pahang

Mrs,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**LA GOOEY’S BROWNIES**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

Hidni Iman

.....
MUHAMMAD HIDNI ILMAN BIN AB HALIM FAUZI
General Manager, La Gooley’s Brownies

ACKNOWLEDGEMENT

We are very grateful to Allah S.W.T for allowing us to completed this business proposal report successfully within the required time. Big appreciation to our group members Muhammad Hidni Ilman Bin Ab Halim Fauzi, Amir Reza Bin Adi, Nurhafizah Bt Muhammad Isa and Umami Nazirah Bt Mohd Nazri. We manage to complete this report after having lots of discussions and hard work days and nights as everyone are very committed in contributes their creative and innovative ideas on how to improve this business report.

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In conclusion, as a science students we are very grateful because we have a chance to be exposed with this business assignment. So we could explore more about the business knowledge and essentially it helps us to build an entrepreneur mindset throughout this business report. Finally , we also want to express our gratitude by saying again THANK YOU for those been mentioned above.

TABLE OF CONTENTS

LETTER OF SUBMISSION	2
ACKNOWLEDGEMENT	3
TABLE OF CONTENT	4
EXECUTIVE SUMMARY	5
1 BUSINESS BACKGROUND	7
2 OWNER BACKGROUND	11
3 ADMINISTRATION PLAN	16
4 MARKETING PLAN	23
5 OPERATIONAL PLAN	35
6 FINANCIAL PLAN	44
APPENDICES	52

EXECUTIVE SUMMARY

The La Gooeys's business is based on partnership that consists of four members that hold crucial roles in the La Gooley's Brownies Business such a General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The total amount of this business are RM46,383.00 where the amount of contribution monthly salary of each positions is RM1,400.00 while General Manager is RM1,658.00 and the rest is RM39,125.00 from Bank Islam's loan.

Diary Milk and Almond Choc Brownies are both the most popular at our business. Our La Gooley's Brownies business is located at Kawasan Perindustrian Pengkalan Chepa 11, Padang Tembak, 16100 Kota Bharu, Kelantan.

La Gooley's Brownies is a business or company that concentrate on food production or marketing in Malaysia. Some of the ingredient may get from oversea or local. But it is popular cake that Malaysian loves. Distinct in taste and versatile that make out brownies looks amusing and satisfy to serve for any event like wedding event, birthday party and others. Even though, the steps and ingredients may be quite not easy to make but with the cooperative and passion from workers also from our customers, it give a lot of advantages to our company. We really assured that our businesss can be develop and disperse positively in Malaysia.