



اَبُو سَيِّدِي تِكْنُوْلُوجِي مَارَا
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TEKNOLOGI
MARA

FACULTY OF APPLIED SCIENCE

DIPLOMA IN SCIENCE (AS120)

AS1205B

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

ASSIGNMENT 3 (CASE STUDY)

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LETTER OF SUBMISSION

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

18 January 2021

Miss Normilia Binti Abd Wahid
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Madam,

SUBMISSION OF THE BUSINESS PLAN (ENT 300)

According to the title above, La Doux Croquants – Cookie Cups had finalized our business plan for the ENT subject which consists of all the detail, example, all documents and location which is at Melaka.

2. There are few features in this business proposal that are important, such as the business plan profile, administration plan, potential plan, and financial plan.

3. We hope that our business plan will please you, and that this business plan will support and inform interested individuals. Your generosity and company are both very much enjoyed. Thank you.

Thank you,

Yours sincerely

Asmeyra

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(Ain Asmeyra Binti Zainal)
General Manager

ACKNOWLEDGEMENT

First and foremost, we are very thankful to Allah SWT because we had done our assignment for this topic, La Doux Croquants. We are grateful for the completion of this Business Plan as one of the requirements that need to be accomplished in the course work assessment for the code ENT 300.

Major thanks to our parents for offering financial assistance to make this business venture complete with the assistance and help of many citizens, this business strategy has been planned. In addition, our lecturers, MISS NORMILIA BINTI ABD WAHID, should not be overlooked for their thoughtfulness in supporting us during the completion of this project work process. By supplying us with valuable knowledge, they have given us a good service.

There are a lot of challenges that we have to face, such as finding the material sources and machine potential of our project. In contrast, we have to go through a lot of obstacles for the furniture base product, which is a smart table plant, in addition to going through a lot of procedures.

In dealing with challenges that arise during our study, we manage to become more disciplined and mature through these issues. This business plan includes a new entrepreneur's organizational, communications, operating, financial and training plan and all other detail necessary as a guide to beginning this business.

Finally, we have successfully finished our business strategy, we are very thankful to those who have participated and contributed neither directly nor indirectly to this business venture for the effort and heart-willingness they have displayed in our mission.

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EXECUTIVE SUMMARY

Firstly, our Company name is LA DOUX CROQUANTS. Our Company name is based on France concept. Our main business is producing and baking cookies and we also have a cafe which located at Melaka. We choose Melaka because the place is strategic and also have many visitors from other places. Our Company is based on Sole proprietorship.

As we all know, cookies are popular and many people loves eating cookies as for breakfast or as desserts. Our cookie cups texture is crunchy with hazelnut almond ingredients in the cup which looks brownish and delicious, the top is filled with premium chocolate such as Nutella and Cadbury add on marshmallow on it. These raw materials are essential in bringing out the flavour and the tastes.

We choose to establish this Company because of the populations on our surrounding which most of them are teenagers. Other than that, high demands for cookie cups and it can generate high profit to our Company. At the same time, we want visitors from other places come visit our café. They can taste our cookies fresh from the oven and also can try our signature of coffee. Our business was registered as Sole proprietorship on 1st February 2021 and will fully starting our Operation on 1st December 2021. Our Company is located 88, Jalan Hang Jebat, 75200 Melaka.