



اَبُو سَيِّدِي تَيْكُونُو لَوِي كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF APPLIED SCIENCE**

**DIPLOMA IN SCIENCE (AS120)  
AS1205A**

**ENT 300: FUNDAMENTALS OF ENTREPRENEURSHIP**

**ASSIGNMENT 3 (Business Plan)**

**PREPARED FOR:**

**PUAN NORMILIA ABD WAHID**

**PREPARED BY:**

<b>STUDENT'S NAME</b>	<b>MATRIC'S NUMBER</b>
<b>NUR 'ARFAH BINTI MUHAMMAD</b>	<b>2018421454</b>
<b>NUR ARIFAH BINTI BAHARUDIN</b>	<b>2018269038</b>
<b>NUR ARIFAH AQILLA BINTI MUSTAFA</b>	<b>2018231684</b>
<b>NUR ANIS NADZIRAH BINTI CHE OTHMAN</b>	<b>2018405266</b>
<b>AMIRAH NAZURAH BINTI AZAHAR</b>	<b>2018273444</b>

## LETTER OF SUBMISSION

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

13<sup>th</sup> January 2021

Madam 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)**

Attach is the business plan title “**FUWAFUWA – JAPANESE COTTON CHEESECAKE**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

*Arifah*

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Arifah  
General Manager

## **ACKNOWLEDGEMENT**

We are really grateful because after all of the cooperation among the group members, we finally managed to complete our Assignment 3 Business Plan Report of Fundamentals of Entrepreneurship (Ent300) subject. This assignment could not be completed without the effort from all of our group members, Nur 'Arfah binti Muhammad, Nur Arifah binti baharudin, Nur Arifah Aqilla binti Mustafa, Nur Anis Nadzirah binti Che Othman and Amirah Nazurah binti Azahar.

We would like to express deep appreciation and thank you for our lecturer, Madam Normilia binti Abd Wahid for all of the encouragement and guidance in completing this assignment and also for teaching us patiently about this course especially during this Covid-19 pandemic. Last but not least, we would like to express our gratitude to our classmates that willingly to help us for any misunderstood along the process of completing this project.

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## EXECUTIVE SUMMARY

The business plan will introduce is Fuwafuwa Japanese Cotton Cheesecake. The founder and owner of our business is Nur Arifah Binti Baharudin. Fuwafuwa Japanese Cotton Cheesecake was founded around July 2019 and started register in January 2020 with register number, SB 158656-X. Fuwafuwa word in our business name is stand for fluffy or soft in Japanese language. Our main activity for our business is bakery.

As stated in our business name, which is Fuwafuwa Japanese cotton cheesecake, our main product for business is Japanese cotton cheesecake. Next, not only we provided the original flavour of Japanese cotton cheesecake we also come up with more variations of topping and flavours to attract our customer interest. This also become one of our marketing strategies to increase our brand awareness among the target customer after six months of operation .The main customer segment for our cheesecake is Nilai Impian residents and the neighbourhoods resident because our business is based in Nilai Impian, Negeri Sembilan and surprise delivery service for events such birthdays have been provided prior request from our customers. Other than sell Japanese cotton cheesecake, we also provide delivery service our customer, who not only located at Nilai Impian but also located nearby Nilai such as Mantin, Bangi and Salak Tinggi. Besides, we also offer customization service for our customer based on demand and preference of our customer. The retail price of our product is RM 23 and it consider affordable price compare to our competitor in the areas.

The sales of our product in past 12 months is RM 473,691.76 and we predict to be increase for 10% from 1 year sales which is RM 521,060.94. For next 3 years, we hope our sales forecast for our product increase 20% from year 2 and with it we plans to build our own bakery. In 5 years, we want to achieve our vision in business which is to bring our brand to be known countrywide.