



اُنْدِيْفِ مَرْسِيْتِي بِتَكْنُوْلُوْكِى فَايْمَرَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ACCOUNTANCY

DIPLOMA IN ACCOUNTANCY (AC110)

AC1105I

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

BUSINESS NAME : YOUR YOGURT

PRODUCT NAME : YOGURT BITES

PREPARED FOR : MADAM ILYANI BINTI AZER

PREPARED BY:

NO.	NAME	UITM ID NUMBER
1.	NOR SYAFIQAH BINTI ADNAN	2018252302
2.	SITI NURAISHAH ZAFIRAH BINTI ZAWAHIR	2018423896
3.	AISYAH BINTI MUHD AZRI BAPTIST	2018800698
4.	CHE SITI MUNIRAH BINTI CHE RAMLEE	2018692042
5.	NUR AISYAH BINTI RAMLAN	2018241846

LETTER OF SUBMISSION

Diploma in Accountancy (AC110)
Faculty of Accountancy
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

22 JANUARY 2021

Miss Ilyani binti Azer
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 “**YOUR YOGURT - YOGURT BITES**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

.....*Syafiqah Adnan*.....

Nor Syafiqah binti Adnan
General Manager

ACKNOWLEDGEMENT

We would like to express our special thanks of gratitude to our lecturer Madam Ilyani binti Azer who gives the golden opportunity to do this wonderful written report, which also helped us in doing a lot of research and discussion that lead us to know and gain so many new things to learn and we really thankful to them.

We would like to acknowledge our lecturer of subject Fundamentals of Entrepreneurship, Madam Ilyani binti Azer for all the guidance she gave us to complete this assignment. We also sincerely thank to Madam Ilyani for the encouragement in finishing this assignment and also for teaching us this course.

We are really grateful because we managed to complete our written report within the time given by our lecturer, Madam Ilyani. This assignment cannot be completed without the effort and co-operation from our group members, Nor Syafiqah Binti Adnan, Nur Aisyah Binti Ramlan, Aisyah Binti Muhd Azri Baptist, Siti Nuraishah Zafirah Binti Zawahir and Che Siti Munirah Binti Che Ramlee.

Last but not least, we would like to express our gratitude to our parents, families and friends for the support, ideas given and willingness to spend some times help and discuss about this topic with us that made us generate more ideas and knowledge.

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1.0 EXECUTIVE SUMMARY

Your Yogurt is a food business, offering an ordinary way to have healthy yogurt with variety of Malaysia local fruits flavour. Your Yogurt's physical store is located at Raub, Pahang. Your Yogurt offers yogurt that have uniqueness in shape and flavour. The yogurt which is in the bites shape to ensure the customer can enjoy it easily and the flavours offer are durian, mangosteen, papaya, banana, rambutan, red honey guava and watermelon.

Your Yogurt target market are yogurt lovers, health and weight conscious people, people who are on special diets, teenagers, adults and the most focus is local community in Raub, Pahang. Yogurt bites is a product that suitable for all range of ages even though for baby.

Your bites offer by our business is different and unique product from others. Therefore, it become our business competitive advantages. Other than that, yogurt bites using only local Malaysian fruit, 100% natural yogurt without preservatives and colouring and also 100% halal ingredients. Your Yogurt get the ingredients in Raub to make sure all of its still fresh at the time it is produce. Since our yogurt bites do not contain any sugar, so it is healthier option compared to sugary candy.

Your Yogurt expects to gain RM49 652 for the first year and will increase 19.18% and 28.93% for the second and third year. Other than that, Your Yogurt wants to create a globally recognized Malaysian brand in the industry at every area such as in urban, rural and suburban areas.

Your Yogurt owned and managed by five partners and get helped by four workers. These partners represent general manager, administration, marketing, operation and financial manager respectively. We have one worker as cashier under marketing manager, one worker as clerk under administration manager and two production staff under operational manager.