



اَوْنِيُوْسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF ACCOUNTANCY**

**DIPLOMA IN ACCOUNTING (AC110)**

**AC1105G**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**ENT 300**

**BUSINESS NAME: GOLDEN FOODS ENTERPRISE**

**PRODUCT NAME: DONN'S PIZZA**

**PREPARED FOR:**

**MADAM SITI FAHAZARINA BINTI HAZUDIN**

**PREPARED BY:**

<b>HANIS IZZATI BINTI HAMIDON</b>	<b>2018245218</b>
<b>NUR AMIRAH SYUKRINA BINTI SHARIM</b>	<b>2018654648</b>
<b>NUR ANIS SYAMIMI BINTI NAJIB</b>	<b>2018654892</b>
<b>NURUL AFIQAH IZZLIN BINTI ZANIZAN</b>	<b>2018209786</b>
<b>NURUL AISHALINA BINTI ABDUL RONI</b>	<b>2018289794</b>

1

## LETTER OF SUBMISSION

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

15 JANUARY 2021

Mrs. Siti Fahazarina Hazudin  
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 "GOLDEN FOODS ENTERPRISE- DONN'S PIZZA" to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

*hanis*

.....  
Golden Foods Enterprise  
Hanis Izzati binti Hamidon  
General Manager

## ACKNOWLEDGEMENT

Bismillahirrahmanirrahim, first of all, we would like to thank God as we finally were able to finish our assignment that have been given. This assignment has been done with all the effort by the group members.

Other than that, we would like to take this opportunity to thank our beloved lecturer, Madam Siti Fahazarina for her advice and support in finishing this group assignment. We really appreciate that she has done explaining and coordinate about the assignment during making this group assignment. Also, we would like to extend our deepest gratitude and special thanks to everyone who have guided and help us in finalizing the report. We also want to express our gratitude to parents, families and friends for their encouragement.

Lastly, we thank to our friends who always support, stick together and work hard in completing a good assignment with all affords and responsibility. Hope that all of the effort will bring benefits to our group assignment.

### 3 TABLE OF CONTENTS

Contents		Pages
	LETTER OF SUBMISSION	1
	ACKNOWLEDGEMENT	2
	TABLE OF CONTENT	3-4
	EXECUTIVE SUMMARY	5
<b>1.0</b>	<b>BUSINESS BACKGROUND</b>	6
	1.1 Vision and mission	6
	1.2 Organizational chart	7
	1.3 Logo and motto	8
<b>2.0</b>	<b>OWNER BACKGROUND</b>	9
	2.1 Manager	9
	2.2 Administration Manager	10
	2.3 Marketing Manager	11
	2.4 Operation Manager	12
	2.5 Financial Manager	13
<b>3.0</b>	<b>ADMINISTRATION PLAN</b>	14
	3.1 Introduction (Administration Objectives)	14
	3.2 Manpower Planning	15
	3.3 Schedule of Task and Responsibilities	15-16
	3.4 Schedule of Remuneration	16
	3.5 Office Furniture, Fittings and Office Suppliers	17
	3.6 Administration Budget	18
<b>4.0</b>	<b>MARKETING PLAN</b>	19
	4.1 Introduction (Marketing Objectives)	19
	4.2 Description of products	20-21
	4.3 Target market	22
	4.4 Market Size	22
	4.5 Competitors	23

## **EXECUTIVE SUMMARY**

Golden Food Enterprise is a sole proprietorship company which is located at Raub, Pahang. We provide and serve customers with homemade pizza branded Donn's Pizza. We decide to open up this business because we know that there are some people especially lower-class people who cannot afford to eat in the fast-food restaurant such as Pizza Hut and Dominos Pizza. Therefore, we are planning to produce convenient pizzas with variety type of flavors that are suitable for everyone. Furthermore, we also provide frozen food which are doughnuts and pizza. The idea of producing the frozen foods came out because there are few requests from the customers. Frozen foods are the easiest meal to serve and can be cooked in a short period of time. Frozen pizza can be served during dinner or during occasions while frozen doughnuts can be plated during family tea time.

Our target market is comprehensive for all income and age level. Our products are suitable for people of every age where young and old can eat. Our flavours on the pizza can be spicy, mild or non-spicy so that children can also enjoy with their preference level of spiciness. The materials used to make our products are imported to provide the best quality for our consumers.

Donn's Pizza began with the total of capital RM 179,654 on which are from the partners who contributed equally each. Our business consists of five important roles which are owners, administration manager, financial manager, marketing manager and operational manager.

Business plan is the essence for every business where marketing, operation, organization and financial plan plays the important part. The owner may look up unto the business plan for final decision making to operate a business.