



اُونِيُوَسِيْتِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

**DIPLOMA IN OFFICE AND MANAGEMENT AND TECHNOLOGY
(BA118)**

BA1184L

**FUNDAMENTALS OF ENTREPRENEURSHIP
ENT300**

1TWO3 COOKIES SDN. BHD.



PREPARED FOR:

MADAM ADIBAH BINTI HUSSIN

PREPARED BY:

1.	Nur Atiqah binti Zunkafali	2019261724
2.	Muhammad Nazhif Fitri bin Nazri	2019644624
3.	Berliana Anom binti Ramli	2019427092
4.	Nur Athirah Husna binti Abdul Rahman	2019433812
5.	Nurfatihah binti A Rahim	2019214274

LETTER OF SUBMISSION

Diploma in Office and Management
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

19 JULY 2021

Madam Adibah Binti Hussin
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 “**1TWO3 COOKIES SDN. BHD**” to fulfil the requirements as needed as university requirements.

Thank you,

Yours sincerely



Nur Atiqah Binti Zunkafali
General Manager

ACKNOWLEDGEMENT

Bismillahirrahmanirrahim. First and foremost, we would like to thank Allah S.W.T for giving us the strength to complete our project without much problems. Many thanks to our Entrepreneurship lecturer, Madam Adibah for her guidance and suggestions upon completing this business plan. Deepest thanks and appreciation to our parents, family and friends for their unconditional love and word of encouragement until our business plan is fully completed.

TABLE OF CONTENTS

Contents

1 Business Background	1
1.1 Vision and Mission	1
1.1.1 Vision.....	1
1.1.2 Mission	1
1.1.3 Objective/Goals	1
1.2 Organizational Chart	2
1.3 Logo and Motto	2
1.3.1 Logo	2
1.3.2 Motto	2
2. Owner Background	3
2.1 <i>Manager</i>	3
2.2 <i>Administration Manager</i>	4
2.3 <i>Marketing Manager</i>	5
2.4 <i>Operation Manager</i>	6
2.5 <i>Financial Manager</i>	7
3. Administration Plan	8
3.1 <i>Introduction (Administration Objectives)</i>	8
Table 3.2 <i>List of Personnel</i>	8
3.2 <i>Schedule of Task and Responsibilities</i>	8
3.3 <i>Schedule of Remuneration</i>	9
3.4 <i>Office Furniture, Fitting and Office Supplies</i>	9
3.5 <i>Administration Budget</i>	10
4. Marketing Plan	11
4.1 Introduction (Marketing Objectives)	11
4.2 Description of products	12
4.3 Target market	12
4.4 Market size	13
4.4.1 Population table	13
4.4.2 Total market size	14
4.5 Competitors	14
4.5.1 Identifying competitors	14
4.6 Market Share	14
4.6.1 Market share before the entry of your business.	14
4.6.2 Adjusted market share after the entry of your business.....	15

EXECUTIVE SUMMARY

1two3 Cookies is a cookies maker in Malaysia that produce the quality cookies in affordable price. Chocolate Supreme and Red Velvet Royale cookies are the signature and customer choices. The business management of 1two3 Cookies consists of Chief Executive Officer, Administration Manager, Marketing Manager, Operation Manager and Financial Manager. The capital for running this business is RM200,000 and also the loan is RM150,000.

The vision and mission of 1two3 Cookies are to be the top cookies in Malaysia and bake quality cookies that meet the taste of customers. This business open from 10:00 a.m. until 7:00 p.m. on Tuesday until Sunday to make sure the customers can get their cookies with proper time.

Besides, 1two3 Cookies is located at Lot 1708, Lorong IM 15/8, Bandar Indera Mahkota, 25200, Kuantan, Pahang. This location in the middle of urban and rural area, because of that everyone can buy the cookies easily. Then, the target customers of this business are the teenagers and adult especially who are cookies lovers.

1two3 Cookies also has competitors which are Synorah Cookies and Imania's Cookies that produce the cookies but with different flavours. Because of that, to make 1two3 Cookies be the first choice of customers, this business always makes an improvement in making a promotions and advertising to attract the customers and increase the sales. It is related with 1two3 Cookies motto which is 'Satisfy Your Cookies Taste'.