



اُنْدِيُو كَرِيْمِيُو بِنْدِيُو لُو كِنُو فَايْرَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS AND MANAGEMENT**

**DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY**

**BA118**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**ENT300**

**BUSINESS PLAN:**

**JARLICIOUS BY MANIS DO'OH ENT**

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## **2.0 EXECUTIVE SUMMARY**

The following is a proposal of a business plan, Manis Do'oh Ent. The company are producing Choco jar. The business was founded by five people which consist of General Manager, Marketing Manager, Administration Manager, Operation Manager and Financial Manager with a capital RM400, 000 as a start. As a new company, we strive to provide high-quality products to our customers.

We conducted a most extensive study and analysis before launching the business to fairly ensure that the products we undoubtedly give, will particularly meet the demands and desires of our customers. We also elementally used our competitors, Mellow Crunch, Chocojerr, and Mouthgasm Crunchy, as benchmarks to specifically help us to compete healthily and effectively to give the best quality Choco jar. To compete with them, we fundamentally aim to improve and reinvent the product so that we can always stand out from the crowd. This will also help the company run more successfully and efficiently.

Manis Do'oh Ent's goal is to supply the highest quality Choco jar in Malaysia so that we may expand our business internationally. Customers will appreciate our product because we use premium chocolate from Beryl's for our Choco jar. Customers will have a difficult time finding businesses that use premium chocolate, such as ours. Furthermore, customers can eat as much of our Choco jar as they want because they will not feel nauseated and the chocolate will not be hard if we leave it at room temperature.

We expecting Manis Do'oh Ent to expand at its own rhythm while competing with our competitors. We anticipate that having a large number of customers will result in a large profit, as well as the development of our own loyal customer base. We want our company to meet our customers' expectations and supply them with the greatest product possible.

### 3.0 BUSINESS BACKGROUND

#### 3.1 Business Information

<b>General Business Information</b>	
Business Name	Jarlicious (Manis Do'oh Ent)
Head Office Address	201, Jalan Tun Sambanthan Brickfields 50470 Kuala Lumpur
Correspondence Address	201, Jalan Tun Sambanthan Brickfields 50470 Kuala Lumpur
Website Address	<a href="http://www.jarliciousmanisdooh.com">www.jarliciousmanisdooh.com</a>
E-mail	<hr/>
Phone Number	
Fax Number	
Company Status	Active
Company Formation	Partnership
<b>Business Details</b>	
Date of Commencement	8 February 2021
Date of registration	24 November 2020
Main Activity	Producing and selling choco jar
Main Product	Choco Jar
Registration number	201924052001 (1712424-W)
Name of bank	Bank Islam Malaysia Berhad (BIMB)
Bank Account Number	

#### 3.2 Vision and Mission

##### 3.2.1 Vision

- To remain the delicacy in the memory

##### 3.2.2 Mission

- To provide a premium quality chocolate than others
- To become customers' first choice
- To make customer life more lively