



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FACULTY OF BUSINESS MANAGEMENT  
DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY (BA118)  
BA1184I

FUNDAMENTALS OF ENTREPRENEURSHIP  
ENT300

DEFINITELY COOKIES  
PREMIUM CHOCOLATE CHIP COOKIES

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## LETTER OF SUBMISSION

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Madam,

### **Submission of the Business Plan (ENT300)**

Attach is the business plan title “**DEFINITELY COOKIES**” to fulfil requirements as needed as university as university requirements.

Thank you,

Yours sincerely

.....*eliana*.....  
INTAN NATASHA ELIANA  
General Manager

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## **ACKNOWLEDGEMENT**

Firstly, we would like to show our gratitude to Allah S.W.T because of His blessing, we had done such a great task entitle, "Business Plan: Definitely Cookies" with a great success.

I also would like to thank you to my beloved lecturer, Madam Ilyani binti Azer because she is willing to help our group members from beginning until the end of the project. Madam Ilyani has given guidance, advices and instruction in order to do and complete this proposal. Alhamdulillah, after all the great works, finally the business proposal is successfully completed. Thank you to all my teammates and my class members, who are helping giving ideas and information when needed.

We also send this greatest appreciation to our family for their moral support to the best in this ENT300 assignment. Lastly, we would like to thank to all persons who had involved directly and indirectly. They had been great helper to our group in completing this business proposal. I believe that this business plan will give innovative ideas to encourage the local community into the challenge business.

## **EXECUTIVE SUMMARY**

Definitely Cookies offers customers with the best quality chocolate chip cookies in town, as well as a high level of customer satisfaction. The consumer is a customer who identifies as middle or low income who wants to buy a product at a reasonable price. Since there are so many people who in love with chocolate chip cookies, Definitely Cookies is targeting adults and teenagers. Premium Chocolate Chip Cookies are the only one of our products, which is a seasonal item that available during Eid al-Fitr celebrations especially. Apart from that, we used premium ingredients in our home-made chocolate chip cookies, which are currently the most popular biscuits. It can also be served for any special occasion.

The marketing strategy of Definitely Cookies is to maintain the product's quality and prices. Besides, Definitely Cookies offers an affordable price. As a result, it develops a marketing plan that encourages people to but from our brand.

The management of Definitely Cookies consist of 5 workers. Ms. Intan Natasha Eliana binti Abd Shatar as the General Manager, Ms. Nur Wani Wahida binti Mohd Khairy as Administration Manager, Ms. Nurul Natasya Irwayu binti Zamari as Marketing Manager, Mr. Amirul Haziq bin Mohd Hishamuddin Alvin as Operational Manager and Ms. Nurul Sabillah binti Abd Rasid as Financial Manager. The employees have extensive finance, business, sales and accounting experiences.

In terms of marketing, we intend to begin promoting a week before Ramadhan and begin accepting orders early in the Ramadhan month. It is high demand because Muslims are celebrating Eid al-Fitr and serve our cookies to entertain their guests. Definitely Cookies' business strategy includes using social media, posters, public influencers, advertisements and signboards to promote the brand. Apart from that, our cookies are very tasty when dipped with milk. Also, our Premium Chocolate Chip Cookies set us apart from other brand because we use only premium ingredients, charge an affordable price and not stingy of the chocolate chips.

Last but not least, there were some obstacles to tackle, but out desire to be the best helped to inspire us and we meticulously solved all of the issues. Our market plans also need to be improved.