



اَوْنِيُوْرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY

BA1184E

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

QAFF JAR ENTERPRISE

CHOCO JAR

PREPARED FOR:

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LETTER OF SUBMISSION

Diploma in Office Management and Technology
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
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Sir,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**QAFF JAR ENTEPRISE**” to fulfill the requirements as needed as university requirements.

Below is the list of group members involved in completing this business plan :

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Thank you

Yours sincerely,



Siti Aisyah binti Abdul Rahim
General Manager

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Alhamdulillah, our greatest thanks to Allah S.W.T. In the name of Allah the most gracious and the most merciful. We would like to thankful to Allah because with of blessing and help, finally we had finish assignment without any problems. Throughout this assignment, there are many good values we got. This assignment very useful to us.

The success and final outcome of this assignment required a lot of guidance and assistance from many people and we extremely fortunate to have got this all along the completion of our assignment work. Whatever we have done is only due to such guidance and assistance and we would not forget to thank them.

An honourable mention goes to our families and friends for their understanding and supports in completing this project. Without their support, we would not be able to face many difficulties while doing this group assignment. We respect and thank to Sir Aidil for giving us opportunity to do this assignment work and providing us all support and guidance which made us complete the assignment on time, we extremely grateful to him for providing such a nice support and guidance. We really grateful because we managed to complete this assignment within the time given by Sir Aidil.

This assignment also cannot be completed without the helps from our friends. We would like to express our gratitude to our friends for support and to spend some time with us. All of them give us their support when we cannot find the solution how to do it while we have problem to make assignment. Without their helped, maybe we have many problems to settle this task.

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EXECUTIVE SUMMARY

Qaff Jar Enterprise is a partnership business that manufactures and sells Choco Jar. It is located in Kuantan, Pahang and expected to start operating on 1 May 2021. This business is managed by five partners in total. The highest position among the partners is general manager follows by financial manager, administration manager, operation manager and marketing manager.

In terms of marketing plan, we have has several marketing objectives which is are to promote new product by the end of the month with zero bugs and increase social media impressions among new target customers by 10% by the end of the quarter. The current choco jar to be introduced is Chocolate Choco Jar, White Chocolate Choco Jar and Strawberry Choco Jar. We hoping to expend the business in order to introduce more flavour of choco jar in future. Other than that, our target market is segmented with demography segmentation that target customers based on age. The price for each unit of our choco jar is very affordable at RM8.

For the operation plan, we want to upgrade online sales capabilities and become a high-quality jar food with vital ingredients of taste and pleasure. Hence, to fulfill these objectives, we operate 7 days per week, and we practice a system of rotating leave for our worker. Due to the customer demand that choco jar with filling is an everyday need, our company does not have an off day. We also owned three operating spaces in one place which are shops, offices and process areas for effective and efficient operating activities, especially in terms of manufacturing and selling. Thus, customer could also visit our store every day and buy our choco jar during our business hour which is from 10 a.m. to 6 p.m.

Next, we also want to our administration to ensure the efficient performance of all departments in an organization, able to show good initiative to the company and also provide motivation to the work force and make them realize the goals of the organization. This is to enhance the bonds among us so that we are all in one direction to fulfill each organizational objectives. Each manager that consists of general manager, financial manager, administration manager, operation manager and marketing manager has their own roles and responsibilities that must be done in order to achieve the organization's goals.

Last but not least, we also include our financial plan that consists of project implementation cost, project cashflow statement, proforma income statement and financial budget that is based on our budgets from all plans including marketing plan, operation plan and administration plan. It is safe to say Qaff Jar Enterprise will be having increasing trend on net profit for three consecutive years.