



اُنِيُوْ تِيْكَوْلُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS MANAGEMENT**

**DIPLOMA IN OFFICE MANAGEMENT (BA118)**

**BA1184E**

**FUNDAMENTALS OF ENTREPRENUERSHIP**

**ENT 300**

**PRODUCT NAME:**

**MANTAP ENTERPRISE**

**PREPARED FOR:**

**SIR MOHD AIDIL RIDUAN AWANG KADER**

**PREPARED BY:**

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## LETTER OF SUBMISSION

Diploma in Office Management & Technology (BA118)  
Faculty of Business Management  
Universiti Teknologi MARA Cawangan Pahang  
26400 Pahang

16 July 2021

Sir Mohd Aidil Riduan bin Awang Kader  
Lecturer of Fundamentals of Entrepreneurship (ENT300)  
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Sir,

### **Submission of the Business Plan (ENT 300)**

Attached is the business plan title “**Mantap Enterprise – Surprise Box**” to fulfill the requirements as needed as university requirements.

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

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Thank you.

Yours sincerely,

*fnauni*

.....  
FATIN AUNI BINTI ISMAIL KASIM  
General Manager

## **ACKNOWLEDGEMENT**

السَّلَامُ عَلَيْكُمْ وَرَحْمَةُ اللَّهِ وَبَرَكَاتُهُ

To a great degree we are very grateful to the Almighty God, Allah S.W.T for giving us the chance to complete our assignment successfully as everything went well during the process of completing this project.

We managed to complete this Business Plan project within the time given thank you to the effort and co-operation of our great team members which are Ainur, Farah, Asyikin, Auni and Abbas. We also want to give a big appreciation and thanks to our beloved ENT300 lecturer, Sir Mohd Aidil Riduan Awang Kader for all of he helpful guidances and information that he teaches us and all of our classmates.

Besided that, we would like to give a special thanks to our classmate too who help us to solve problem and give advice while doing this project. Lastly, we want to thank to our family members for the countless support that they give during rhe period of completing this project.

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## EXECUTIVE SUMMARY

Thank you to the five (5) passionate managers which are General Manager, Operational Manager, Administrative Manager, Marketing Manager and Financial Manager this business finally starts in the industries. This business managed to start with the sufficient fund that we collect from each partner and local authorities.

Our research has found that in the order to provide the best quality of product is that we have to make sure that we take care of our most important matter in our business which is our target market. Our business targeted people who love to get surprised and love chocolate even kids. Then, we have to make sure than our daily product is good quality from the store and in a good condition before we serve it our customer.

The strategic location that we chose to open our business is No. 11G, Jalan PPAJ 2/1, Pusat Perdagangan Alam Jaya, 42300 Puncak Alam, Selangor. We chose this location because it is strategic and there are lot of people who lives in this area. Our premises are decorated according to our concept, and we provide the special chocolate for our customers.

Not only that, in the same location as our store, we find some of our competitors who sell the same product which is gift box. We see this as a change for us to gather our motivation and compete in a healthy way with our competitors.

Finally, our hope is that we want to be among the top local chocolate shop in Malaysia especially in Puncak Alam. We want our business and product to grow bigger in the future and we finally can achieve our daily target and achievement. We also want our customer to grow, and more people will come to our shop and recognize us by our business name and quality product.