



اُنْجُوْرٌ سَيِّدِيٌّ تِيكُوْنُوْا لِيْ مَبَارَا
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DIPLOMA IN OFFICE MANAGEMENT & TECHNOLOGY

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FUNDAMENTALS OF ENTREPRENEURSHIP

ENT300

BOMB-DESSERT CAFÉ

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LETTER OF SUBMISSION

Diploma in Office Management & Technology
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16 JULY 2021

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Sir,

Submission of the Business Plan (ENT300)

Attach is the business plan title "**BOMB-DESSERT CAFE**" 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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We would also like to express our heartfelt appreciation to everyone especially to our parents and friends who has helped us, both, directly and indirectly throughout doing this assignment. We were very happy and grateful that we finally to complete this case study assignment within the deadline given by the lecturer.

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EXECUTIVE SUMMARY

Bomb-Dessert Café is a partnership business that mainly focus on selling dessert as a main dish which is the Crispy Bomboloni along with a variety of menu options in the list. For instance, we also selling Pastry, Cake, Chocolates and hot or cold drinks to our customers. It is located in Subang Jaya, Selangor. This business being organized by five partners. As for the highest position among the partners is general manager accompany by Admin Manager, Marketing Manager, Operational Manger and Financial Manager. Furthermore, they contribute in the business activity with the same goal and achievement.

With regard to ours marketing plan, there are several marketing objectives which is to increase our product awareness among the target customers by 30 percent in one year. In terms of the customer segment, our target customers based on gender and age which are from family, teenagers, school students and children. We also really want our product is well known and well inform about the uniqueness and the differences with other products. The price for per pieces of the Bomboloni is as low as RM 3.00 which is reasonable and moderate for a high quality bomboloni with its variety unique taste and loaded filling cream. We are using marketing strategies based on a few aspects such as product, price, and promotion to allow the organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage.

Next is operational plan, we demand to increase our sales and become the top seller than other competitors. In consequence, to fulfill the objectives we keep providing customers with prompt and courteous service. We are operating in a two different layout space which is shop and office separated for more effective and efficient operation activities in terms of manufacturing and selling to meet our operational objective that is Improved Staffing, Improved production, Improved maintenance and improve the customer service. Production area include the factory of manufacturer, kitchen of a café, and more. Improving production includes increasing output, decreasing costs, and raising quality of the product. In the maintenance, Cleanliness and maintenance of the establishment will be a top priority. The bakery will be power washed and cleaned to Therefore, customers could visit our café during our Business Hour which is from 10 a.m. – 7 p.m. from Monday to Saturday.