



اَوْنِوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY (BA118)

BA1184F

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

NAFFA Dolcé Bites

DESSERT TRUCK BUSINESS

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LETTER OF SUBMISSION

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

19 JULY 2021

Sir Mohd Aidil Riduan Bin Awang Kader
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Sir,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**NAFFA Dolcé Bites - DESSERT TRUCK BUSINESS**” to fulfil 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,

Nadirah

.....
Nur Nadirah Azwa Binti Othman
General Manager

ACKNOWLEDGEMENT

First of all, I would like to sincerely thank my dear lecturer, Sir Aidil Riduan bin Awang Kader for his patient, guidance, understanding and the most important is he has provided a positive encouragement to all the students in the class and always patient in terms of teaching his students.

I would sincerely thank to all my beloved friends which are they was always with me, help me with the assignment and always support me through thick and thin. I am overwhelmed that there are many friends who are ready to help when I am in trouble.

To our beloved lecturer, he has always patient in teaching us the subject ENT 300 which is Fundamentals of Entrepreneurship. We as your student always proud of your positive vibes and your achievement in teaching us even in Online Distance Learning (ODL), it may be hard for us to learn about the subject that we do not even know and it may be hard to understand during this ODL and cannot attend face to face class.

This subject had teaches us many of the way to become the successful entrepreneur. This subject also helped us a lot in making a preparation to correct mistakes in ourselves as well as helping us to more easily venture into the field of work later. We are enjoying learn all of the chapter and topic in this subject as it is easy and many mind challenging.

Last but not least, we would like to thank our lecturers, Sir Aidil Riduan bin Awang Kader for teaching us tirelessly and willing to take the responsibility to lead all of your students to become successful person in the future.

EXECUTIVE SUMMARY

NAFFA Dolce Bites run a dessert food truck business and we sell various types of desserts such as ice cream, waffles, chocolate and we also sell gift boxes. Our food truck expected operating on February 1, 2018 and it is located at Kuala Lumpur. This business is managed by five partnership and the highest position is general manager and then administration manager, marketing manager, operation manager and financial manager.

Next, the administration objective is to provide an expert leadership to the junior, recruit and train new employee and ensures security standards, well-maintained facility, needed supplies and safety. Each manager consists of general manager, administrative manager, marketing manager, operation manager and also financial manager. Each of these managers has their own duties and responsibilities that they need to perform to achieve the organizational goals.

In terms of marketing plan, we have our marketing objective which is to increase company profits by 5% through search engine optimization and social networks, to attract new customers for ensuring the relevancy and longevity of the company and to increase positive product reviews by 3% as to ease new customers in finding us through review sites. Other than that, the target market for NAFFA Dolce Bites is for all ages and gender. However, the age target is more towards kids, teenagers, and young adults and for gender it is mostly women who like it because most women prefer sweet things than men but we still offer our products to all genders and ages who can taste our products.

For operation plan, we also have several operations plan namely improving production processes by improving quality as an operational objective, it helps to improve our sales and also can strengthen our brand. Next, to enhance IT Capabilities by increasing IT capabilities will help our business on online run smoothly and make it easier for the customers to purchase online and share business information at the lowest possible cost. Lastly, improved staffing by offering training to all staff. In addition, customers can also buy desserts in our food truck during business hours from 4:00 pm to 12:00 am every Tuesday to Sunday.

Last but not least, we have a financial plan that contains project implementation costs, proforma cashflow statement, proforma income statement and also financial budget. This is all based on the budget plan, namely from the marketing plan, operation plan and administration plan. We expect our net profit will be having increasing for three consecutive years.