



FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

FACULTY OFFICE AND MANAGEMENT UITM JENGA, PAHANG

CASE STUDY

DIP KOOKIES QUEEN

PREPARED FOR:

MOHD AIDIL RIDUAN BIN AWANG KADER

PREPARED BY:

Name	No. Matric
Nur Shazwana binti mat pisan	2019263536
Nur Shazwani binti mat pisan	2019441572
Nurul Fatihah binti Sharuddin	2019400188
Nur Afiqah binti Saidi Othman	2019437364
Nurul Hidayah binti Mohd Jamil	2019283862

LETTER OF SUBMISSION

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

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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)

Attached is the business plan title “**Dip Kookies Queen – Modern Cookies** ” to fulfill the requirements as needed as university requirements.

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

Nur shazwana binti mat pisan	2019263536
Nur Shazwani binti mat pisan	2019441572
Nurul Fatihah binti Sharuddin	2019400188
Nur Afiqah binti Saidi Othman	2019437364
Nurul Hidayah binti Mohd Jamil	2019283862

Thank you,

Yours sincerely

NUR AFIQAH

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NUR AFIQAH BINTI SAIDI OTHMAN
General Manager

ACKNOWLEDGEMENT

Grateful and very relieved that we were able to complete our group assignment that has been given to us since the beginning of last semester. We prepare with enthusiasm and work together so that everything is complete and according to the set criteria. Let me introduce my group member, Nur Shazwana binti Mat Pisan, Nur Shazwani binti Mat Pisan, Nurul Fatihah binti Sharuddin, Nur Afiqah binti Saidi Othman and Nurul Hidayah binti Mohd Jamil. Through effective communication that is through the WhatsApp application, Telegram, and edit together using Google Drive (google docs). Although quite challenging, as we were facing with the Covid-19 pandemic, we could not meet each other, yet we had good cooperation, i.e. frequent updates of reports from within the promised period. not to forget also to Sir Mohd Aidil Riduan bin Awang Kader as a lecturer for the subject ENT 300 Fundamentals of Entrepreneurship (ENT300) because he gave us a lot of guidance during this online learning period, we understand the many pressures and challenges that sir went through, so we are very grateful love sir. We would also like to thank the classmate from group B1184G who also helped us a lot in preparing this report. Thank you so much.

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EXECUTIVE SUMMARY

Dip Kookies Queen is a business that manufacturing and sells various of cookies. It is located in Shah Alam, Selangor and start operating on early 2021. This business managed by one general manager and four admins which is five people in total. All position is the general manager follows by admin manager, operation manager, marketing manager and financial manager.

In terms of marketing plan, to introduce more types of cookies, we have several marketing plans provided. The current famous cookies to be introduced is Choco cookies, Nut cookies and Fruity cookies. We are hoping that our business can grow more to introduce more cookies in future. Our target customer not only kids but the range of age between 12 to 20 are more likely to buy cookies. In this case, the primary target are the children and students. We also analyzing our cookies are much preferred by women than men. So, this is also will be important to be the target customers. The price for each unit is among RM7 to RM12.

For operation plan, we hope to increase sales revenue and sells a lot of cookies. So, to achieve the objectives we owned a shop to customers visits and buy our cookies during our business hour which is from 8 am to 6pm.

Then, we also want our administration expert in terms of communication in each department among the employees and the motivation of employees. Each managers that consist of general manager, admin manager, operation manager, marketing manager and financial manager has their own tasks and responsibilities to be done in order to achieve our goals.

Last, we also includes our financial plan that have project implementation cost, cash flow, income statement and financial budget based on the financial budget from all plans including marketing plan, operation plan and administration plan. It is fine to say that we will be having increasing net profit in three years coming.