



اَوْبُو سَيِّدِي تَيْكُونُو لُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT
DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY(BA118)
BA1184G

FUNDAMENTALS OF ENTREPRENUERSHIP
ENT 300

CHOCOLATE PARADISE
CHOCOLATE

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DATE OF SUBMISSION
16 JULY 2021

LETTER OF SUBMISSION

Diploma in Office Management and Technology (BA118)
Faculty of Business Management
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16 JULY 2021

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Sir,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**CHOCOLATE PARADISE_CHOCOLATE**” 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,

.....*Fariz*.....

Muhammad Fariz bin Zainal
General Manager

ACKNOWLEDGEMENT

First of all, we would like to express our special big thanks to Allah S.W.T and His Messengers, Prophet Muhammad S.A.W. The reason for this occurrence of his mercy, guidance and also his blessing in giving us a full strength to completed this "BUSINESS PLAN ASSIGNMENT" project. During completing this task, we have spent all my time to search and gain more knowledge about business and combine the all ideas as well as justifying theoretical clues and significant point to drive the output were worth my effort and time, Insya-Allah.

Therefore, we would like to express our deep sense of gratitude to the individual who had guided us in making this business plan. Firstly, we would like to thanks to our Fundamentals of Entrepreneurship lecturer, Sir Mohd Aidil Riduan bin Awang Kader. He had guided us and our classmate on how to complete this assignment perfectly week by week. Every Wednesday in online classes, he will always conduct, teach and reminds us and also give extra guideline on how to complete this task perfectly. Along with, we would like to thanks to all friends who had helped and shared their ideas with us. They also gave us a big support and advices.

On the whole, we are forever in our parent's debt, who always prayed for us, supporting us, and always reminds us about the task and not just during finishing this task but also during the whole online studies. So, we hope this assignment is completely perfect and will give me more inspiration and knowledge on how to open and manage a business soon. Furthermore, we had used our full effort and acknowledgement to search an information business and ideas for completing this assignment. Thus, the conclusion is that, we hope our effort was worth it and we really enjoyed make this assignment not only for marks, also for gain more knowledge especially about business.

TABLE OF CONTENTS

NO.	CONTENT	PAGE
1.	LETTER OF SUBMISSION	i
2.	ACKNOWLEDGEMENT	ii
3.	EXECUTIVE SUMMARY	1
4.	BUSINESS MODAL CANVAS (BMC)	2
5.	1. BUSINESS BACKGROUND	3
	1.1 Vision and Mission	4
	1.1.1 Vision	4
	1.1.2 Mission	4
	1.2 Organizational Chart	4
	1.3 Logo and Motto	5
	1.3.1 Logo	5
	1.3.2 Motto	5
6.	2. OWNER BACKGROUND	6
	2.1 Background of General Manager	6
	2.2 Background of Administration Manager	7
	2.3 Background of Marketing Manager	8
	2.4 Background of Operation Manager	9
	2.5 Background of Finance Manager	10
7.	3. ADMINISTRATION PLAN	11
	3.1 Introduction (Administration Objectives)	11
	3.2 Schedule of Task and Responsibilities	12
	3.3 Schedule of Remuneration	13
	3.4 Office Furniture, Fitting and Office Supplies	14
	3.4.1 List of Equipments	14
	3.4.2 List of Furnitures and Fittings	14
	3.5 Administration Budget	15
8.	4. MARKETING PLAN	16
	4.1 Introduction (Marketing Objectives)	16
	4.2 Description of Products	16
	4.3 Target Market	17
	4.4 Market Size	18
	4.4.1 Population Table	18
	4.4.2 Total Market Size	19
	4.5 Competitors	20
	4.5.1 Identifying Competitors	20

EXECUTIVE SUMMARY

Chocolate Paradise is a chocolate supplier that specialises in providing a high demand chocolate for all ages. This company's purpose is to make all people fall in love with the taste of chocolate made by the company and become one of the biggest chocolate supplier. Chocolate Paradise is a partnership-based organization with five individuals who holding the key positions in the company.

Muhammad Fariz as a General Manager, Nurul Hidayah as Administrative Manager, Siti Hajar as Marketing Manager, Muhammad Fareez Haikal as Operation Manager and Nur Aida Hazimah as Financial Manager in Chocolate Paradise company. The business capital is amounted to RM 423,087 with the total contribution of the members is RM 373,087 and the remaining RM 50,000 is coming from CIMB's bank loan. Equally important, chocolate Paradise with the tagline "Delight in Every Bite" is located at Lot A-17, Jalan 3, Taman Desa Keramat 2, 54200, Kuala Lumpur.

Moreover, the company was established on 5th May 2021 by five comrades with the purpose to compete with other chocolate manufacturing companies in Malaysia. Chocolate Paradise targeted all category of ages to taste the high quality of chocolate. There are no chocolate companies in the vicinity of company's site. Therefore, we all agreed to open this chocolate company in Kuala Lumpur to attract the public's attention, and also because of Kuala Lumpur residents are very crowded and love with chocolate.

The vision of Chocolate Paradise company is to become an international chocolatier that emphasizes perfection by creting the most addictive chocolates with our own innovation and passion. Other than that, Chocolate Paradise is really different with other chocolate. We provide many flavours and high demand of chocolate such ad choco honey cake, chewy mint chocs and many more. We also make a nice chocolate packaging design in order make the customer feels attractive with our products.