



اَوْنِيُوْزِ سِيْتِي تِي كُونُوْ كِي مَارَا
UNIVERSITI
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MARA

FACULTY OF BUSSINESS MANAGEMENT
DIPLOMA IN OFFICE MANAGEMENT (BA118)
BA1184C

FUNDAMENTALS OF ENTREPENEUR
ENT300

CHOCO YUMMIES
“MINI CHOCO CRUNCH”

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LETTER OF SUBMISSION

Diploma in Office Management (BA 118)
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26400 Pahang

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Lecturer of Fundamentals of Entrepreneurship (ENT300)
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26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**CHOCO YUMMIES**” to fulfil the requirements as needed as university requirements.

Thank you,

Yours sincerely

Choco Yummies
Manager

ACKNOWLEDGEMENT

In the name of Allah, the Most Gracious and the Most Merciful Alhamdulillah, all praises to Allah for the strengths and His blessing in completing this project. Special appreciation goes to our gorgeous lecturer, Madam Normillia binti Abd Wahid, for her supervision and constant support for doing this report. Her invaluable help of constructive comments and suggestions throughout this work. Not forgotten, our appreciation to our family, for their supportive and motivation for us regarding this project. Finally, sincere thanks to all our classmates for their kindness and moral support during this assignment. Thanks, a lot for the friendship and memories. To those who indirectly contributed in this research, your kindness means a lot to us. Thank you very much.

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EXECUTIVE SUMMARY

In this assignment, our group must do business idea with create an idea or improving existing product or service. For our group, we choose to create a new product with improving the features of that product. We choose product from Choco jar, and we named it our product as Choco Yummies. Basically, we want to change and improvise the packaging including the ingredients of Choco Yummies.

Administration plan can give more details guideline toward the workers to know more about the specific task and responsibilities. It also helps to build high teamwork among the workers because it is very important to archive the goals of the business itself. This plan can help the workers in organization to recognize about the office supplies and furniture that needs in office.

For marketing plan, can give more specific information for satisfying needs and wants of customer. In this part, the four strategies of marketing for instance product, price, place, and promotion are very important to make sure business can run smoothly.

Operational strategy is required to align the process of a product or service from inputs and outputs. Strategic planning offers the vision, direction, and objective for the company, whereas operational planning translates these into the day-to-day workflow of corporate operations. An operational plan also specifies how or what part of a strategic plan to employ in operation during a certain operational approach.

Finally, financial plan can help the business to know how much cash outflow also cash inflow. The most important financial help the business to know either the business can get the profit or loss. Also, to ensure the initial capital in business is sufficient and for most important can be used as guideline for project implementation.