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UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT

UITM CAWANGAN PAHANG

CAMPUS JENGKA

DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY

BA1184A

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

BUSINESS NAME:

CHOCOJAR EMPIRE

PREPARED FOR:

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DATE OF SUBMISSION:

22th July 2021

LETTER OF SUBMISSION

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

26 June 2021

Madam Normilia binti Abd Wahid
Lecturer of Fundamentals of Entrepreneurship (ENT300)
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Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attached is the business plan title “**CHOCOJAR EMPIRE - CHOCOJAR**” to fulfil the requirements as needed as university requirements.

Thank you,

Yours sincerely

.....
SABRINA IMANI BINTI ISMAIL
General Manager

ACKNOWLEDGEMENT

Firstly, I would like to express my gratitude to Allah SWT for giving us as a group the chance to complete this assignment together which is about business with the time given. This assignment was completed with all the support and cooperation between the teammates and several persons who are included in our business project. A big thanks to our lecturer, Madam Normilia binti Abdul Wahab because she has given advice to us, guidance, sharing her knowledge to us and helping us from the start to the end until we can make this business project wisely.

Besides, we do not want to lose the opportunity because there are many things, we can learn from this business plan that we have created in this assignment. With all the guidance from Madam Normilia and what we have learned during the class, we can conduct our own business right now. All the information that we gained; we can use it as a guideline for our other business in the future.

Last but not least, thank you to all the family and friends who give support to our business even though at first it is hard for us to start this business but Alhamdulillah, me and my friends can do it until this assignment is done and submit it on time. Then, do not forget our leader in the business because willing to share the knowledge, experience, strategies, and good information about business. Finally, my teammates and I hope that business plan will be a useful guideline to others who want to start their own business in the future.

Thank you.

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EXECUTIVE SUMMARY

Choco Jar Empire is a sole proprietor business company located at Seksyen 14, Shah Alam, Selangor. Our company works in the product and service industries with the tagline “Chocolicious so delicious” which contains 2 flavours namely Chocolate and White Chocolate. For customers who live in the nearby areas, we provide post using courier and walk-in store options. Customers can get the Choco jar from us in a way of contacting us on social media platforms such as Instagram, WhatsApp, Facebook or call us at 03-95771211.

Choco Jar Empire's team consists of 5 employees, namely Sabrina Imani serving as General Manager. Moreover, Nabilah Nasution is the Administrator Manager, whereas Nadia Ainna is the Marketing Manager. Nur Fatihah is the operational manager, while Nur Emilia Umyra is the Financial Manager. Everyone has experience which will assist us in ensuring that the business runs smoothly. This business can give opportunity to the owner because it has potential of success according to the orders and feedback that we got from the customers.

In our opinion, our business can go far and can compete with other businesses successfully. From that, we can build up a strong market position in Selangor, Kuala Lumpur and nearby areas and we can find out or improve our products to meet the demand of the customer in those areas. At Choco Jar Empire, we will continually work really hard so that we can profit annually and be one of the most successful businesses in Malaysia.