



اَوْنِفُورْسِيَّتِي تِيَكُونُ لَوُكِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA CAWANGAN PAHANG
KAMPUS JENGKA

DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY
BA1184B

FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)

BUSINESS NAME:
COOKIES CRUNCH

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LETTER OF SUBMISSION

Diploma in Office Management (BA118)
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26 JUNE 2020

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26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title "**COOKIES CRUNCH**" to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

.....
AIN NADIRAH BINTI MOHD RAFIEE
General Manager

ACKNOWLEDGEMENT

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Thank you.

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EXECUTIVE SUMMARY

Cookies Crunch offers a wide range of items and administrations to clients, including treats like Milk Coffee Flavor Sauce, White Chocolate Hazelnut Cookies, and a lot more to meet their needs. Our clients come from all socioeconomic backgrounds. We offer reasonable prices so that low-income customers, as well as children and students, can purchase our products.

Cookies Crunch's management team consists of four specialists led by Ain Nadirah binti Mohd Rafiee. In the interim, the overseer is Mohamad Zulfadzli bin Mazlan and the promotion staff is Nazirul Mubin bin Azman. Likewise, the operational staff is Muhamad Amirul Ashraf bin Zulkifli and the monetary staff is Mohamad Yus Afizal bin Yusari. Every single one of them has an encounter that will assist them in ensuring that business goes on easily.

Other than that, the area of the business is key. This is on the grounds that there has been expanded in deals over a long time since Cookies Crunch began the business. This has demonstrated that the area of the business assumed a significant part. Cookies Crunch technique is to accentuate the quality and cost of the items that we created. Hence, we must keep up with great items with a reasonable cost so everybody can purchase our treats. At Cookies Crunch, we always work hard and give our all so that we can profit every year and become one of the most successful businesses in Malaysia.