



**FACULTY OF BUSINESS AND MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY
CAMPUS JENGKA, PAHANG**

**DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY
FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)
GROUP ASSIGNMENT: BUSINESS PLAN
COOLKIES LA REALEZA**

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22 JULY 2021

LETTER OF SUBMISSION

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22 JULY 2020

Madam Normilia binti Abd Wahid
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Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**COOLKIES LA REALEZA**” to fulfill the requirements as needed as university requirements.

Below is the name of group members that involved in completing this business plan.

1) Raja Dayana Darwisyah binti Raja Mahmood	2019213078
2) Nur E'zzaty Syamimi binti Suhaily	2019492134
3) Puteri Natasha binti Fauzi	2019226308
4) Puteri Fazreena Shahirah binti Mohd Sulaiman	2019257666

Thank you,

Yours sincerely,

.....
Puteri Natasha binti Fauzi
General Manager

ACKNOWLEDGEMENT

Assalammualaikum W.B.T, first of all we would like to thank Allah SWT for giving us a good health and guidance to prepare this business plan assignment perfectly and successfully. Without Him, we would not get to finish this business plan assignment successfully. We are really grateful for that.

Other than that, we want to thank and give an appreciation credit to our lecturer who are knowledgeable and very understanding, Madam Normilia binti Abd Wahid, for provide a great guidance and teaches us patiently in doing and finish this business plan assignment. Without our Madam, we will not be able to finish this business plan assignment successfully.

Next, we would like to take this opportunity to give credit and thank to our beloved family for helping us a lot in finishing this business plan assignment in financial issues and also give us much spirit in doing this assignment. Also, not forgotten, we would like to thank to our fellow friends who have been very helpful and tireless in providing guidance in preparing this business plan assignment.

Last but not least, while doing this assignment, it is also one of the processes for us to studying and make an improvement to get better understanding in this subject. Also, this is a new knowledge for us, with this knowledge, we will be able in handling any business in the future. We would also like to request a million apologies if there is any deficiency in this assignment. All shortcomings please be forgiven.

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EXECUTIVE SUMMARY

Coolkies La Realeza is the name of our cookie business in Shah Alam. In order to attain high standards, we deliver cookies made with high quality ingredients. We decided to sell this product since there would always be a request for tasty cookie at the suitable price. We also established our business at this location to create healthy competition among other businesses. Shah Alam is the strategic place to attract public attention in order to further our business.

Coolkies La Realeza has 4 employees who play a role in developing the business, which is Puteri Natasha binti Fauzi as the General Manager, Raja Dayana Darwisyah binti Raja Mahmood as an accountant, Puteri Fazreena Shahirah binti Mohd Sulaiman and Nur E'zzaty Syamimi binti Suhaily as the operating staff.

As for the marketing strategy, we offer high quality ingredients for affordable price. Other than that, good quality for cookie jar are used as the packaging. Coolkies La Realeza also used many platforms to promote our business by using social media, advertisement and public influencers. As a result, our business is more well-known and searched by the outsiders. Our business has an advantage over others is that we use high quality of chocolate chips for delicious taste.

Last but not least, in order to provide the best possible product, The General Manager is in charge of developing, implementing, and overseeing the entire administration of the company. In addition, she must ensure that the database is up to date and retains control over the whole business process. It is essential that the General Manager delegate the tasks and duties of the employees equitably according to their best skills and qualifications in order for the company to operate successfully. We have business vision and mission to meet. We will improve in order to fulfil our customer's expectations.