



**FACULTY OF BUSINESS AND MANAGEMENT
DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGIES (BA118)
BA1184A**

**FUNDAMENTAL OF ENTREPRENEURSHIP
ENT300**

**DAILY DOUGHNUT
DOUGHNUT**

**PREPARED FOR
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LETTER OF SUBMISSION

Diploma in Business Management and Office Technology (BA118)
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Miss,

Submission of the Business Plan (ENT300)

Attach is the business plan title "**DAILY DOUGHNUT**" to fulfill the requirements as needed as university requirements.

Below is the list of the group members that involved in completing this business plan:

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Thank you,

Yours sincerely

Nur Aina Najwa Binti Mohamad Sam
General Manager

ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Alhamdulillah, thank you and all praises be to Allah S.W.T. for His blessings allowing us to complete this paperwork on the subject ENT300.

First, we would like to thank to our lecturer, Miss Nurhani Izzati Binti Mohd Hanifah for her guidance and valuable advice throughout the process of completing this assignment. Her motivations and willingness to share knowledge, led us to the success of this group assignment. Besides that, greatest thanks to our parents for their understanding, support, and motivation in completing this project. Without their support, we might not be so excited and give up finishing this assignment from first till the end. We also want to show our appreciation to each person of this group members for giving cooperation, ideas, and effort to complete this assignment together.

This business plan teaches us a lot of business management things we might need in the future. We have managed to manage all the problems that occur during the process of completing this paperwork well and, that has made us more matured and understood. Lastly, this assignment covers organization, marketing, operating, administrating, financial and other information that is needed for an entrepreneur to start a business.

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EXECUTIVE SUMMARY

Daily Doughnut is existing with the help of five members which hold important position such as General Manager, Administration Manager, Marketing Manager and Financial Manager. The start-up capital to open the business is RM244,066.00 where RM166,193.00 of the capital are the loan that are made from SME Bank (Business Accelerator Program).

An analysis has been carried out to ensure that our goods and services have been of high quality and are able to satisfy the demands of our targeted customers. Daily Doughnut with motto of "Good Doughnuts, Good Moments" is located at Shah Alam with address: 50, Jalan Plumbum Aa 7 / Aa, Seksyen 7, 40000 Shah Alam, Selangor, Malaysia.

Moreover, Daily Doughnut provides many popular doughnut dishes with maximum taste. The name of the business was created because it symbolizes that our doughnuts are freshly made every day. To make it more attractive, we decided to make some innovation to our café by using a concept of book cafe which is inspired by Korean style. It is used to attract customers, especially students and families who want to feel a calm and comfortable environment. It is also suitable for studying while enjoying the doughnuts and coffee from the vending machine we have provided.

Besides, we have made survey that there are three competitors close to our café who run a same business as us, which are Dunkin' Donuts, Caliph's Donut, and Big Apple Donut & Café. This will create competition between us to get customers and increase doughnut sales in our cafe. however, we attract customers to come to our cafe by offering freshly made and special doughnuts compared to other stores.

We will expect that our business will become more popular and developed in the future because of the innovation in our doughnuts which is not only an attraction for the people in Shah Alam, but also from other states. This project will give more advantages to our business such as product profitability and stable in the long run.