



اَوْنَبُوْرَسِيْتِي تِيْكُوْلُوْكِوْنِي مَارَا
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TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT

DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY

BA1184B

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

BUSINESS NAME

THE SWEETS

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LETTER OF SUBMISSION

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

Submission of the Business Plan (ENT 300)

Attached is the business plan title “**THE SWEETS**” to fulfil 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,

Nurin Adlina binti Mohamad Faris
General Manager

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As this project is completed, we would like to express our gratitude to many of the parties who have helped us to finish this project. First and foremost, because of His wilfulness to give us a healthy physical and mental all the time to do this project and make our project run smoothly, to the Highest Greatest in the world, Allah S.W.T

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“Start strong, stay strong, and finish strong by always remembering why you’re doing it in the first place.”- Ralph Marston

Thank you.

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EXECUTIVE SUMMARY

The Sweets is a company which provides sweets products to its customers. The Sweets is located at 272, Jalan Merdeka, Taman Costa Mahkota, Melaka near Universiti Teknologi Mara, Kolej Yayasan Saad, Universiti Teknikal Malaysia Melaka, and other business areas. The uniqueness of the shop is it serves a variety of sweets with the tagline 'melts in your mouth not in your hand'. To make the shop more attractive and interesting, the cotton candy vibe is used as the theme for our shop as many people love it. Since it is located in an urban area, the company plans to establish a firm ground in this business by offering high quality products with reasonable prices and to introduce the high-end quality of the product including the unique design of our shop to the community in Melaka compared to the existing competitors.

This business is based on a partnership, consisting of four members holding important roles in the organization, such as general manager, administrative manager, finance manager, operation manager and marketing manager. Each of them is more than qualified in fulfilling the positions assigned to them as they have an astounding background. The general manager of the company responsible for overseeing every aspect associated with the company and supported by four of hierarchical managers.

Besides, The Sweets offers affordable prices for the products that are provided. In this shop, the customer can customize the sweets by choosing their preference, so they are more satisfying with more sweets. During promotion hours, the customer can buy the sweets at half-price than the original price. Not that all, the target market of the company is the students at nearby university and school and also the dual-income families from the residential area.

Combined with the affordable pricing that is provided, we aim to raise the profit by 10% annually. Plus, equipped with the best organization members and high-quality products, we hope to reach our yearly profit margin and further become the most profitable shop in the Melaka.