



اَوْتِيُوْ سَيِيْتِي تِي كِنُوْ لُوْ كِيْن مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS MANAGEMENT
DIPLOMA IN OFFICE MANAGEMENT (BA118)**

BA1184C

**FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300**

**BUSINESS NAME:
COOKIES & SCREAM**



**PREPARED FOR:
MISS NURHANI IZZATI BINTI MOHD HANIFAH**

PREPARED BY:

NUR FATIN HANANI BINTI ROSLI	2019982723
FATHIN FARHANA BINTI MD SAIDI	2019134441
NUR FATIN FARHANA BINTI FAUZI	2019199163
AIMAN HAIQAL BIN ABDUL HAMID	2019995933

LETTER OF SUBMISSION

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

15 JANUARY 2021

Miss Nurhani Izzati binti Mohd Hanifah
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Miss,

Submission of the Business Plan (ENT 300)

Attached is the business plan title “**COOKIES & SCREAM**” to fulfill the requirements as needed as university requirements.

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

AIMAN HAIQAL BIN ABDUL HAMID	2019995933
NUR FATIN HANANI BINTI ROSLI	2019982723
FATHIN FARHANA BINTI MD SAIDI	2019134441
NUR FATIN FARHANA BINTI MOHD FAUZI	2019199163

Thank you,

Yours sincerely

AIMAN HAIQAL BIN ABDUL HAMID
General Manager

ACKNOWLEDGEMENT

We would like to express our special thanks to our lecturer, Miss Nurhani Izzati binti Mohd Hanifah, who gave us the opportunity to do this amazing 'Business Plan' project, which has also helped us to do a lot of research, information and so many new things.

Furthermore, we would also like to thank our parents and friends who, within the limited time frame, helped us a lot in finalising this project. We are overwhelmed in all humbleness and gratefulness to acknowledge our debt to all those who have helped us to put these ideas, well above the level of simplicity and into something concrete. Without the support and guidance of our parents and friends, any attempt at any level cannot be completed satisfactorily

We would like to thank our group members and classmates who, despite their busy schedules, helped us a lot in collecting information, gathering data and guiding us from time to time in making this project. In making this project unique, we share opinions and provide distinct ideas.

Thank you.

TABLE OF CONTENT

ACKNOWLEDGEMENT

TABLE OF CONTENT

EXECUTIVE SUMMARY	1
1. INTRODUCTION	2
1.1 Name of Business	
1.2 Nature of Business	
1.3 Location of the Business	
1.4 Date of Business Commencement	
1.5 Potential of Growth	
1.6 Factors in Selecting the Proposed Business	
2. PURPOSE	3
2.1 To creating a marketing strategy.	
2.2 To avoid unnecessary mistakes	
2.3 To secure investment or financing.	
2.4 To setting objectives and benchmarks	
3. BUSINESS BACKGROUND	4
3.1 Vision and Mission	
3.2 Organizational Chart	
3.3 Logo and Motto	
3.4 Owner Background	
3.5 Administration Manager	
3.6 Marketing Manager	
3.7 Operation Manager	
3.8 Financial Manager	
4. LOCATION OF BUSINESS	13
4.1 Physical Location of Business	
4.2 Advantage of Location in Helping Business to Achieve Objectives	
5. ADMINISTRATION PLAN	14
5.1 Introduction (Administration Objectives)	
5.2 Manpower Planning	
5.3 Schedule of Task Responsibilities	
5.4 Schedule of Remuneration	
5.5 Office Furniture, Fitting and Office Supplies	

EXECUTIVE SUMMARY

Cookies & Scream offers all kinds of products and services for customers providing cookies such as Oat Chocolate Chip Cookies, White Chocolate Macadamia Nut Cookies and many more to fulfil the customers' satisfaction. Our clients are from all levels of income. We offers affordable prices so that low class customers can also buy our products, same goes like kids and students, Cookies & Scream offer high quality products with an affordable prices.

Besides that, the location of the business is strategic. This is because there has been increased in sales over the three years since Cookies & Scream started the business. This has proven that the location of the business played an important role. Cookies & Scream strategy is to emphasize the quality and price of the products that we produced. Thus, it is important for us to maintain high quality products with an affordable price so that everyone can buy our cookies.

The management team of Cookies & Scream consists of four workers which are lead by Aiman Haiqal Abdul Hamid. Meanwhile, the administrator is Fathin Farhana Md Saidi and the marketing staff is Nur Fatin Hanani. In addition, the operational staff is Nur Fatin Farhana Fauzi and the financial staff is Aiman Haiqal Abdul Hamid. Each one of them has an experience that will help them to make sure that the business is going on smoothly.

At Cookies & Scream, we always work hard and give the best commitment so that we can gain profit every year and become one of the most successful business in Malaysia and the world.