



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS MANAGEMENT**

**DIPLOMA IN BUSINESS STUDIES (BA111)**

**BA1115C**

**FUNDAMENTALS OF ENTREPRENUERSHIP**

**ENT 300**

**MUNIFICENT FRUITZEN**

**DESSERT (CAKE AND JUICE)**

**PREPARED FOR:**

**MISS NORULHUDA BINTI TAJUDDIN**

**PREPARED BY:**

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## Letter of Submission

Diploma in Business Studies (BA111)  
Faculty of Business Management  
Universiti Teknologi MARA Cawangan Pahang  
26400 Pahang

21 January 2020

Miss Norulhuda Tajuddin  
Lecturer of Fundamentals of Entrepreneurship (ENT300)  
Faculty of Business Management  
Universiti Teknologi MARA Cawangan Pahang  
26400 Pahang

Madam,

### **Submission of the Business Plan (ENT 300)**

Attach is the business plan title “**Munificent Fruitzen – Dessert (Cake and Juice)**”  
to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

Muhammad Zhulfikri Bin Mohd Yusri  
General Manager

## Executive Summary

Munificent Fruitzen has been launched on 1 January 2021 which located at No.45 Jalan Wawasan 2, 27600 Raub, Pahang for our first branch. We are focusing to improve and strengthen our position since we are still new in world of business. Basically, Munificent Fruitzen offers many types of cakes and juices which use a fresh fruit as our based of product. The reason why we use fruits as our based product because we want to make it a little unique compared to other seller of cakes and juices.

Furthermore, there are many types of cakes and juices offered by our product which the cakes consist of Mixed fruity cake, Dragon fruit Red Velvet cake, Mango passion fruit cake, Strawberry Black Forest cake and Blueberry Lemon cake whereas the juices consist of watermelon, mango, dragon fruit, guava, pineapple and honeydew. The fruit lovers need to give it a try and will definitely fall in love with our product because all of our product have a touch a fruit in it. Moreover, the target market for our product is of course the residents of Raub itself within 20KM radius from our cafe which the range age from 20 until 45 years old. The target market actually consists of students and employed people who are able to buy our product.

In addition, every business has their own vision and mission in order to become a successful business same goes with our business. The vision that we use in our business is to become one of a famous dessert in Malaysia where as our mission is to create quality and delicious dessert that communicate our passion for culvating joy through your sweet bite. Additionally, we also will stick to the principle of 'customer is always right' and 'first come first serve'. Besides, our team member of Munificent Fruitzen consist of CEO which shouldered by Muhammad Zhulfikri bin Mohd Yusri, Muhammad Kamarul Zaidi bin Mohd Ridzwan as administration manager, Aimi Anis Mardhiah binti Mazlan as operation manager, Fatin Ellyana binti Abdullah as marketing manager and last but not least Amira Syahida binti Abu Bakar as financial manager.

## 1. Business Background

<b>Name of the Business</b>	Munificent Fruitzen
<b>Business Address</b>	No. 45 Jalan Wawasan 2, 27600 Raub, Pahang
<b>Correspondence Address</b>	No. 45 Jalan Wawasan 2, 27600 Raub, Pahang
<b>Website</b>	
<b>E- mail</b>	
<b>Telephone Number</b>	
<b>Fax Number</b>	
<b>Form of Business</b>	Partnership
<b>Main Activity</b>	Goods and Services
<b>Date of Commencement</b>	1 December 2020
<b>Date of Registration</b>	1 November 2020
<b>Registration Number</b>	142356-Z
<b>Name of Bank</b>	Maybank
<b>Bank Account Number</b>	

*Table 1.0 : Business Background*

### 1.1 *Vision and Mission*

#### 1.1.1 Vision

- To be one of the customer choices to enjoy the best dessert.

#### 1.1.2 Mission

- Create quality and delicious desserts that communicate our passion for cultivating joy through your sweet bite.