



اُنِيْوَرْسِيْ تِيْكَوْلُوْجِيْ مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN CIVIL ENGINEERING (EC110)

EC1104J

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

SedapSelalu -

Malaysian Snacks

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LETTER OF SUBMISSION

Diploma in Civil Engineering (EC110)
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Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**SedapSelalu–MALAYSIAN SNACKS**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

Raja Nur Irleesa Binti Raja Azhari,
General Manager

ACKNOWLEDGEMENT

First of all, we would like to express our deepest thanks to Almighty Allah S.W.T for granting us the strength to complete our business plan. We are relieved to complete this plan on time after all the hard work and efforts that we have put in accomplishing the goal. We are really grateful for this finished report as we have gained many experiences and lessons to be learned throughout this journey.

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We are also thankful toward our own members that have continuously being dedicated in making this business plan to complete on time, even though many of our personal free times have to be sacrificed in completing it. Without unity and the feeling of being responsible that are embedded in ourselves, this business plan would be impossible to be completed on time.

We also owe an acknowledgement to our family members and close friends for their constant support through the ups and downs of our journey in completing this business plan. They have helped us a lot forms, especially in supports of mental health and giving insights about real-world business plan.

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EXECUTIVE SUMMARY

SedapSelalu company a business which consist of four representatives who occupy the major roles in the company, such as General Manager, Administration Manager, Operational andMarketing Manager, and Financial Manager. The main purpose of our business is to popularize traditional Malaysians snacks that are once well-known in the past towards the younger generations.

SedapSelalu provides various traditional Malaysian snacks which nowadays are hard to find in many shops. SedapSelalu holds the motto of “Time passes, but good memories stay.” It is located in Damansara Damai with the address: B409,Bayu Apartment, Damansara Damai,47830,Petaling Jaya,Selangor,Darul Ehsan.

SedapSelalu offers a wide range of services such as gift box services; in the form of bouquets and online deliveries are some of the examples. Customers will be able to choose what they want to order as SedapSelalu provides a variety of popularized snacks that will attract them to buy from us. For example, Super Ring, Muruku, JoJo, Big Foot Lolipop are some of the popular snacks thatwe cater.

We always update our stocks on our website to inform to the customers about the availability of the snacks that they want to buy from us. From our surveys, we have found that Malaysia is a country that has people with both higher and lower income. Therefore, we make the price of our services to be affordable and reasonable for every income level.

In order to achieve our mission which is to create a big income and make the business as our first source of income, we tend to make our products achievable to be bought by everyone such as selling at low prices and offer our services online which are crucial especially when running a business in tough situations like the current COVID-19 virus.