



اُنِيْوَرْسِيْٓتِيْ تِيْكَوْلُوْجِيْ مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN CIVIL ENGINEERING (EC110)

EC1104J

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

PARTNERSHIP ENTERPRISE

SWEETTOOTH

PREPARED FOR:

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LETTER OF SUBMISSION

Diploma in Civil Engineering (EC110)
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26 JUNE 2020

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Universiti Teknologi MARA Cawangan Pahang
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Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title **“PARTNERSHIP ENTERPRISE – SWEETTOOTH”**
to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

Nurul Zakiah binti Mohd Ali
General Manager

ACKNOWLEDGEMENT

SweetTooth gratefully acknowledges the important contributions and guidance provided by the following members of the company :

Our General Manager and Operational Manager, Nurul Zakiah binti Mohd Ali for managing the company and operating the flow of the company's sales, our Administration Manager, Muhammad Daniel bin Mohd Khir for hiring and evaluating the employees, our Muhammad Hakim bin Abdul Rahman for planning the marketing strategies and lastly our Financial Manager, Abdullah bin Abd Muntalib for reviewing the company's financial reports and monitoring the company's account.

SweetTooth would like to thank again all of the partners of the company for their expert contributions to the plan.

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EXECUTIVE SUMMARY

The main purpose of this activity is to expose students in business planning. Students will have to plan the starting of a business until the end of the business for a period of at least 5 years to make sure that the business is stable. A variety of products were decided to keep the business running and with a large target customer to keep the profits flow in.

Our chosen business is named SweetTooth, considering we provide sweet and dairy products to our customers. Our target customers will be youngsters ranging around the age of 7 to 25 years old because our products suit their tastebuds and tend to have less health problems than older adults and elderly people.

Our signature product is our chocojar with three different flavours, which are milk chocolate, white chocolate and dark chocolate. We also have cakes, doughnuts, waffles and ice cream in store.