



**FACULTY OF HOTEL AND TOURISM MANAGEMENT BSC (HONS)**

**TOURISM MANAGEMENT (HM2412A1)**

**PRINCIPLES OF ENTREPRENEURSHIP**

**(ENT530)**

**“CHOCO CRISPY JAR KK”**

**GROUP MEMBERS:**

<b>NAME</b>	<b>MATRIC NUMBER</b>
Avila Debra Bt Singi	2016589031
Bernadette Robert	2016577813
Dorothyana Ak Salang	2016709199

**SUBMITTED TO:**

Dr. Jacqueline Koh Siew Len Bt Stephen

**SUBMISSION DATE:**

15 Dec 2017

## TABLE OF CONTENT

Table Of Content	Page
Executive summary	3
Acknowledgements	4
Cover letter	5
1. Introduction	6
1.1 Purpose	7
1.2 Company background	8
1.3 Owners or partners background	9-11
1.4 Location of business	12
1.5 Business Logo	13
<b>2. ADMINISTRATION PLAN</b>	<b>14-17</b>
2.1 Vission and Mission	
2.2 Manpower planning	
2.3 Schedule of Task and Responsibilities	
2.4 Schedule of remuneration	
2.5 List of stationeries & Office Equipment	
<b>3. ENVIRONMENT INDUSTRY ANALYSIS</b>	<b>18-27</b>
3.1 Market Growth	
3.2 Market Trends	
3.3 Competition and Buying Patterns	
3.4 Competitive environment	
3.5 Industry Analysis	
3.6 Market Analysis	
3.7 Competitive Analysis	
3.8 Differences	
3.9 competitive advantage	
3.10 development of product	
3.11 Product Improvement	
<b>4. DESCRIPTION OF VENTURE</b>	<b>28-34</b>
4.1 Reason	
4.2 Potential of sucess	

## Acknowledgement

### Executive summary

As for the business, we are providing a special and delicious choco crispy jar. This Crispy Choco Jar is a bubble rice that mixed with two types of chocolate, milk chocolate and white chocolate with 4 types of toppings. You can pick your favourite one either kinder bueno, kitkat, milo nugget or oreo.

As we go thru with the changes of environment, people nowadays don't put on simple food on their own daily meals. So, our surveying we conclude that we are going to provide the Malaysia with the simple, special, and delicious Choco Crispy Jar with high product's quality.

We will ensure that we hold ourselves accountable to the highest standards by meeting our customers' needs precisely and completely. We will cultivate a working environment that provides a human, sustainable approach to earning a living, and living in our world, for our partners, employees and for our customers.

Our plan is to position our homemade chocolate retail business to become the leading brand in the homemade chocolate retail line of business in the whole country and if possible for the whole world.

This might look too tall a dream but we are optimistic that this will surely come to pass because we have done our market research and feasibility studies and we are enthusiastic and confident that Kota Kinabalu is the right place to launch this type of business before spreading to other cities all across the state.

Our market target of customers' characteristic is come from all income level, and for all of the customers' level of ages. Even teenagers also can effort to buy our products. Business plan is necessary to all entrepreneurs. It is prepared to a group of people which are owners itself, bankers, suppliers, customers and employees. This plan include in Business Plan chapter which is consists of marketing, operation, organization, and financial plan.

## Acknowledgement

First of all we would like thank god for his mercy and guidance in giving us full strength. The completion of this assignment gives us much Pleasure. Finally we were able to complete our project paper ENT530 that have been given by lecturer to us. This assignment had been done with all afforded by group members even facing some difficulties problem in completing this assignment but we were able to adapt properly and wisely. This project also help us to practice our ability and interest. In other way, to be a guideline to encourage plan can be effectively used for those who like create a new business or the new entrepreneur.

Dear Madam,

Besides that, big thanks we address to our lecturer Dr Jacqueline Koh Siew Len Bt Stephen for giving us a good guideline, support to us how to do our assignment in purpose to produce a good outcomes and without him our project cannot be done properly.

In addition, grateful acknowledgment to our our classmates and team members itself, have made valuable comment suggestions on this project which gave us an inspiration to improve. We thank all the people for their help directly and indirectly to complete our project assignment.

Thank you.

Blok 202, No. 217, Ground Floor, Sari Ajoju Apartment,

Jalan Kuala Menggatal Sepanggar,

86450 Sepanggar Kota Kinabalu, Sabah.

We hope that our business plan will satisfy your requirement for our subject Principles of Entrepreneurship (ENT530). We also hope that our business plan will give huge benefits to those who are interested in doing the same business venture. Thank you.

Yours faithfully,

(DOROTHYNA AK SALANG)

GENERAL MANAGER OF CHOCO CRISPY JARUK

## 1.0 Introduction

### 1.1 Purpose of Business

#### 1.1 Company Profile

##### Marketing Plan

Name of Company : Choco Crispy JarKK

Form of Business : Partnership

Nature of Business : Food

Name of Product : Choco Crispy Jar

Address :

Date of Commencement : 3 Nov 2017

Types of Corporate Structure : Sole Proprietorship

Factors in selecting the product:

- i. Competition in the Choco Crispy Jar business is scarce in Kota Kinabalu.
- ii. To encourage the public to taste the deliciousness of Choco Crispy Jar.

Future prospect of the business:

- i. To become the first choice of the public when choosing the Choco Crispy Jar product.
- ii. Product and services Choco Crispy high quality and able to meet our customers satisfaction.
- iii. Open branches in the entire main city in Sabah and expand into neighboring state such as Sarawak.

##### Marketing Strategies

Product Information: The product is a chocolate-covered wafer with a crispy texture. It is a sweet treat that is easy to eat and can be enjoyed by people of all ages. The product is made from high-quality ingredients and is produced in a clean and hygienic environment. The product is available in various flavors and is sold in individual packets. The product is a popular choice for people who love chocolate and crispy treats. The product is also a good source of energy and can be eaten as a snack or a dessert. The product is a unique and delicious treat that is sure to be enjoyed by everyone who tries it.