



FACULTY OF BUSINESS MANAGEMENT

CAMPUS OF SUNGAI PETANI, KEDAH

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FUNDAMENTAL OF ENTERPRENUERSHIP (ENT300)

BUSINESS PLAN

SARALICIOUS

PREPARED BY:

STUDENT NAME	MATRIC NUMBER
SITI NURMAISARAH BINTI MOHD HAIRUDDIN	2017183577

GROUP: KBA 111 5B

PREPARED FOR: SIR MOHD NAJMIE OSMAN

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1.0 EXECUTIVE SUMMARY

1.1 PRODUCT OR SERVICES BEING OFFERED

Saralicious is a product with high quality and premium chocolate chip cookies. The chocolate chip that I used is from a well-known brand such as beryl's gourmet bittersweet chocolate chips and also from anchor. It means that I will always make sure that the customer will appreciate every bite. Plus, I also served a few toppings such as dark chocolate, white chocolate and also milk chocolate syrup.

1.2 MARKET POTENTIAL/TARGET MARKET

The target market of Saralicious will be the individuals and young families in the age of 18-40 years old. This will be the best market because they are more willing to try new kinds of foods. They are less averse compared to the older generation. Saralicious also targets the medium and upper class society because they have good financial backgrounds and afford to buy the cookies at Saralicious website which is a bit expensive if compared to other cookies. Besides that, the target market for Saralicious is also on chocolate lovers because it is well known with its chocolate chips.

1.3 COMPETITIVE ADVANTAGE

For my product, I make it very simple handy packaging. So it is easy for people to bring it everywhere. They can also put it in their bag. Plus, I customized the design of packaging to variety design. So they can choose the mini size, medium size or large. The mini size usually sells for the kids. This is because they are still children and they will feel burdened to themselves if they have to carry the big size everywhere they go.

2.0 INTRODUCTION

2.1 ORGANIZATION BACKGROUND

NO	ORGANIZATION BACKGROUND	DETAILS
1.	Name of Organization	Saralicious
2.	Business Address	Lot 2, Plaza Mentaloon, Mentaloon, 05250, Alor Setar, Kedah Darul Aman.
3.	Website/ e-mail	saralicious@gmail.com
4.	Telephone Number	0138569658
5.	Main Activity	<ul style="list-style-type: none">• Bake• Delivery• Door gift
6.	Date of Commencement	20 May 2020
7.	Date of Registration	20 April 2020
8.	Name of Bank	Bank Islam Malaysia Berhad (BIMB)
9.	Bank Account Number	02011021118185

2.2 ORGANIZATION LOGO/ MOTTO



Logo is the sign which are usually use to promote their product and to differentiate with another product. Logos are usually represent through visual image that can easily people to remember and recognized. A logo usually involves symbols, stylized text or both. Saralicious's logo is inspiration from Yves Saint Laurent (YSL) since my product name Saralicious so I took the S and L to represent as my logo. "Sara" is my nickname and "licious" is the short form that I create from delicious. So I combine the two words then there is where the "Saralicious" was created.