



**UNIVERSITY OF TECHNOLOGY MARA  
PULAU PINANG**

**ETR 300**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**SWEET DEZATO GROUP**

**PREPARED BY :**

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**DATE OF SUBMISSION:**

**18 SEPTEMBER 2012**

## ACKNOWLEDGEMENT

Assalamualaikum W.B.T ,

First at all, we would like to express our deepest thanks and praise upon Allah for his blessing we may finish this project for ETR300 Fundamental of Entrepreneurship as needed in study scheme. This project has given a lot of knowledge for us as we can know the business flow and strategy. There is a lot of chance in entrepreneurship as we can see the chances of the business.

This opportunity we would like to thanks to our parents for their blessing and nonstop support to us. Not forget our classmates and people around us who help either *direct or indirectly* in completing this task to fully complete. Without their help we maybe cannot successfully complete the project.

We would like to say thanks a lot to our lecturer and the backbone for this project Madam Nur Hayati for all the help and knowledge to us. Really thank to her for the never ending guidance throughout this project, the processes of getting the right idea for solving the problems, to sharpen our thinking skills and problem solving. Although the time is much shortens, somehow it was enough to prepare ourselves in this project with priceless knowledge to take it in the real life afterwards.

Furthermore, we are also grateful and thanks to our personal advisors for their advice and cooperation in helping us understand the real world situation and their own personal experienced. This will helping us a lot in applying this project for the real deal if it success in the future.

Lastly, thanks to all Sweet Dezato Group, Muhammad Hanif bin Abdul Ghani, Anis Afeqah bt Amir Hamzah, Siti Maslinda bt Sulaiman and Norsaleha bt Sallehuddin for their teamwork, cooperation and never ending effort in this project.

## **LETTER OF SUBMISSION**

Diploma in Hotel Management,  
MARA University of Technology,  
Penang Branch,  
13500 Permatang Pauh,  
Pulau Pinang.

14 SEPTEMBER 2012

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NorHayati Binti Hassan,  
ETR 300 Lecturer,  
MARA University of Technology,  
Penang Branch,  
13500 Permatang Pauh,  
Pulau Pinang.

Dear Madam,

### **OBJECTIVE OF SUBMISSION BUSINESS PLAN.**

According to above matter, I represent my group would like to pass our business plan about Sweet Dezato Groups for the completion of our ETR 300 assignment. We have completed all the task and requirement that you need and all of my group members have been taking part evenly and equally to each other in order to complete all of this business plans.

2. As a student, we could improve our knowledge on how to run a business by completing this report. Besides that, we can acquire the entrepreneur's skills. We hope that you can give any advice for us to improve our skills and correct our mistakes about the entire business plan in this report. This project makes us realize about the opportunities that we might easily grab in having a business in Malaysia.

3. Thanks to you for your guidance and we appreciate with all of your information that you have shared with us to complete this business plan.

Thank you.

Your sincerely,



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(Siti Maslinda bt Sulaiman)

General Manager of Sweet Dezato Groups.

## **EXECUTIVE SUMMARY**

Our company, Sweet Dezato Groups is a company that concern about the demand and needs of Malaysians especially to those who are having busy lifestyle. Therefore, we provide an easier dessert for them to eat it everywhere they want. The customers just need to come to our shop and make their order. Thus, this kind of product can help satisfy the need of people. Besides that, we would make sure that the quality of the product will reach the expectation of the society with the good quality.

Furthermore, we will make some upgrading in our product and others. We are not just looking for profits but we want to help people especially help our own country. With our product, we will provide the facility and also service to people. Our upgrade product will give better satisfaction to customers. It also can increase our country income by the tax that we pay and can also be an attractive to tourist with our service product. Moreover, we will create another job to citizen in Malaysia.

We had decided to start our business at No. 13, Kompleks Komersial, Permatang Pauh, Lot 3823 Mukim Jalan Permatang Pauh 13500 Seberang Perai Tengah, Pulau Pinang. The reason why we choose these area because it located in town and also near to the office and have a lot people living there. So we think that this area are suitable for our dessert.

Siti Maslinda bt Sulaiman has been appointed to be the General Manager. Administrative Manager is Muhammad Hanif b Abd Ghani as he is the best to hold this position. We also agreed to appoint Anis Afeqah bt Amir Hamzah to be the Marketing Manager due to her new ideas in promoting our business to the customers. Last but not least, Financial Manager is hold by Norsaleha bt Sallehuddin who is qualified for this position.

For administrative plan, we try to manage the organization to meet the goals and objectives of the business. In the marketing plan, we will promote the business to the customers about our business and our company existence. Besides, the production of good products and maintaining the raw cost are under operation plan. In the financial, we will stabilize and maintain the company account.

With the cooperation among us, we hope that our business will run efficiently and we can overcome all the challenges.

## **1.0 INTRODUCTION TO COMPANY**

### **1.1 PURPOSE OF BUSINESS PLAN**

#### **Essential of business**

##### **Evaluate the viability of business**

A business plan can be used as a basic of determining the viability of a proposed business venture. The information gathering and analysis that is done as a part of preparing business plan can give an early indication as to the viability project.

Allow the entrepreneur to view and evaluate the proposed business venture in an objective and practical manner.

The collapse of many business ventures can be attributed to the decision and planning of the entrepreneur who rely more on emotion and good feeling rather than objective and rational consideration.

#### **Investor, Bank and Entrepreneur.**

##### **The convince relevant parties.**

The business plan can be used as a communication tool to convince potential investors of the proposal ventured. The availability of a business plan will build confidence of interested parties to finance partially fully the cost of the venture. This business plan is prepared by SWEET DEZATO GROUPS for the purpose of obtaining working capital loan from CIMB Bank for the amount RM48,000.00