



**UNIVERSITI TEKNOLOGI MARA SARAWAK**  
**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES**

**DIPLOMA IN PUBLIC ADMINISTRATION**

**ETR300**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**BUSINESS PLAN: CHOCO MORE**

**PREPARED BY:**

<b>AFIFAH BINTI ZAINAL</b>	<b>2009606304</b>
<b>OLIVIA MAGRITTA BINTI LAPIS</b>	<b>2009468732</b>
<b>RIDZWAN BIN ABDUL MANAN IBRAHIM</b>	<b>2009288334</b>
<b>STEPHANIE ALEXANDER ENTEBANG</b>	<b>2008308965</b>
<b>WAN ASZMEELROLZAMAN BIN AHMAD</b>	<b>2009483796</b>

**AM110 4A**

**PREPARED FOR:**

**MISS NURASHIKIN BT NAZER MOHD**

**MISS TIFFANY NAKITA GERARD**

**1 APRIL 2011**

## TABLE OF CONTENTS

1	<b>COMPANY'S LOGO</b>	1
2	<b>SUBMISSION LETTER</b>	2-3
3	<b>GENERAL PLAN</b>	4
	I. Acknowledgements	5
	II. Executive Summary	6
	III. Business Plan Purpose	7
	IV. Background of Business	8
	a) Introduction	
	b) Name of Company	
	V. Business Background	9
	VI. Business Partners Profile	10-14
	VII. Agreement Letter	15-17
	VIII. Capital Contribution	18
	IX. Organizational Chart	19
	X. Logo Description	20-21
	XI. Business Location	22
	XII. Type of Building and Infrastructures	23
4	<b>ADMINISTRATION PLAN</b>	24
	I. Introduction to the Business	25
	II. Mission, Vision, and Objectives	26-27
	III. Strategies	28
	IV. Man Power Planning	29
	V. Schedule of Staffs and Responsibilities	30-34
	VI. Schedule of Remuneration	35
	VII. Workers Incentives	36-37
	VIII. Office Layout	38
	IX. Symbol and Description of Symbol	39
	X. List of Furniture, Fixtures, and Fittings	40
	XI. List of Office Equipment	41
	XII. List of Stationery Monthly Expenses	42

## **SUBMISSION LETTER**

ETR 300 Students,  
Diploma in Public Administration  
Universiti Teknologi MARA (UiTM) Sarawak  
Samarahan Campus  
Jalan Meranek  
94300 Kota Samarahan  
Sarawak

---

Miss Tiffany Nakita Gerard  
ETR 300 Lecturer  
Universiti Teknologi MARA (UiTM), Sarawak  
Samarahan Campus  
Jalan Meranek  
94300 Kota Samarahan  
SARAWAK.

19<sup>th</sup> March 2011

Miss,

### **RE: SUBMISSION OF BUSINESS PLAN**

As a representative of our company Choco More., I would like to submit our business plan for your valuation and further action. We are very grateful for all the support and advice that been given by you in order to accomplish this business plan and in the same time attach us toward goals and objective of the preparation of this business plan until us finally completing according to time given respectively.

Our group's perception towards ETR300 (Introduction to Entrepreneurship) had given us the experience and clear views on the fundamental on how to start a business. This experience may be a help for us after graduating from UiTM and towards self-employment, which may reduce the unemployment rate among the graduate students.

Due to the completion of this project, the team had come out many ideas and I personally felt that, this project could be achieve in the future. To be an entrepreneur in the future, it cannot be much easier if there are no team spirit among all the members and the basic knowledge that we gained from this project. Meaning to say, it may become difficult and hard to be realized if the existence of the negative elements such as laziness, selfish, impatience and not highly motivated



## EXECUTIVES SUMMARY

This business is based on partnership where it consists of five (5) members. The members consist of the General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager.

There are criteria and conditions that have to be fulfilled which require the involvement of effort and precision of producing our goods. Without such conditions, the business cannot run properly and organizational goals will not be achieved. These conditions must be achieved in order for the business to take position in the first place.

Firstly, the organization has to attain a business or trade license from the related authorities due to the organization's location. The organization must be registered and recognized by the particular departments of government in food product.

Secondly, the need and demands of the customers are to be recognized in order to satisfy them. This will be achieved by producing high quality chocolates that interests all parties. When these requirements are fulfilled, the organization can maximize the profits from the business and increase the number of customers.

Thirdly, all the machineries, equipments and materials will be checked and re-checked to ensure no contamination on the goods and avoiding risk to customers' health when purchasing our organization's products. This is important not just for the purpose of gaining customers, but also in order to sustain the trust and the existing numbers of customers. It is their rights according to the law to buy and purchase quality products from the providers, and must also be treated in a proper order.

Fourthly, in order to run an organization, a sufficient amount of human resource is needed in order to produce chocolates of high quality standards and maintaining the main workplace in the long run. The workers must be qualified, experienced, have a wide knowledge on producing chocolate goods and handling this type of business. All of these necessities are required in order to produce chocolate goods that are on standard with customers' expectations.

The stated conditions need to be prepared beforehand before starting the business. All the major aspects of planning have to be considered in order to ensure proper management of the business in obtaining the goals of the organization.

## **BACKGROUND OF BUSINESS**

### **Introduction**

Choco More is a partnership business is in form of enterprise which consists of five shareholders. All shareholders had agreed as stated in agreement letter which the amount of capital, profit and loss will be divided as stated ratio. We had chosen this kind of business because it shows the equality and no one will be discriminated as the profits and losses are equally divided in the end of the accounting period. In other way, the partnership is a perfect option to be taken because the shareholders will always sharing ideas and knowledge in order to gain profit and achieve high productivity time to time. We offer customers with delicious chocolate goodies along with attractive design as well as our friendly services.

### **Name of the Company**

We have agreed to name our company Choco More. We had chosen this name because this name shows our concept of producing and improvising chocolate goodies which can be consumed by people at all age. In our business, we want to make people recognize that chocolate too can be delicious and at the same time make people enjoy and feels the satisfaction of eating chocolate.