



اَوْنِفُورَسِيَّتِي تِيكْنُولُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

DOLCE PASTICCINI

PREPARED BY:

FACULTY & PROGRAMME : BUSINESS ADMINISTRATION (BA111)
SEMESTER : 5
PROJECT TITLE : BUSINESS OPPORTUNITY OF DOLCE
PASTICCINI
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SUBMISSION DATE: 29TH NOVEMBER 2019

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Letter of Submission

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29th November 2019

Sir,

SUBMISSION OF BUSINESS PLAN

According to the title above, I, Jesper Marcel Jeffry as the General and Administration Manager of Dolce Pasticcini, the representative of my team mates have finished our business plan and we would like to submit it for further reviewing.

EXCEUTIVE SUMMARY

Dolce Psticcini offer bombolini that comes with three mouth-watering flavour which are chocolate, strawberry and rainbow-cheese. Our fluffy and bite-size bombolini is one of the special things about our product. It is easy for every age of consumer to eat our bombolini since it is easy to chew. We also want our customers to taste the trending food that hypes around.

Dolce Pasticcini in a partnerships type of business which includes general and administration manager, marketing manager, operational manager, and financial manager. We did not hire any workers in this business since we ruin the business our self which can reduce our production cost.

Our business using 4P's marketing mix strategy in this business. The first 'P' is price. We implement this strategy by offering a low price of bombolini to our customers which RM1 for each bombolini. Most consumers demand for a low price goods that comes with best quality.

Next, product. Our bombolini is a mini size as compared to the original size. The offer the fully bombolini that comes with three flavors which are chocolate, strawberry, and rainbow cheese. These three flavors are currently be the trend nowadays. Most of our consumers demand for those flavors, then we decided to fulfill their demand.

1.1 INTRODUCTION TO THE BUSINESS

i.	Name of the business	: Dolce Pasticcini
ii.	Nature of business	: Partnership
iii.	Industry Profile	: Pastry
iv.	Business Location	: Kota Samarahan, Sarawak
v.	Date of commencement	: 1 st September 2019
vi.	Factors in selecting the proposed business	: a) Update to current trend b) High demand among consumers c) Let customers taste the uniqueness of Italian pastry
vii.	Future prospects of the business	: Women and Men