



ENTREPRENEURSHIP
 (ENT300)
 “DULCE BOCADO”



By:

NAME	ID NUMBER
AIDA HAZIRA BT ABDUL AZIZ	2014837256
ID SYAZWANI SYAHIRAH BT NORDIN	2014820644
SARAH AMYBA KULONG	2014692302
NUR QAMAR BT YUSOP	2014822408
NUR QURRATU'AINI BT ROSLAN	2014227066

Prepared for: Sir Johari bin Abdullah

Diploma in Tourism Management
 Faculty of Hotel and Tourism Management
 MARA University Of Technology
 Branch Sarawak, Campus Kota Samarahan

Pejabat Am
Bahagian Hal Ehwal Akademik

Surat Kami : 100-UiTMKS2 (HEA. 30/7)
Tarikh : 17 Mac 2016

KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

<u>BIL</u>	<u>NO. PELAJAR</u>	<u>NAMA PELAJAR</u>
1.	2014837256	AIDA HAZIRA BT ABDUL AZIZ
2.	2014820644	ID SYAZWANI SYAHIRAH BT NORDIN
3.	2014822408	NUR QAMAR BT YUSUP
4.	2014962302	SARAH AMYBA KULONG
5.	2014227066	NUR QURRATU 'AINI BT ROSLAN

Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Pengurusan Pelancongan** untuk membuat satu kertas projek bagi kursus **ENT 300 (FUNDAMENTALS OF ENTREPRENEURSHIP)**.

Maklumat-maklumat daripada jabatan/agensi/syarikat tuan/puan amatlah diperlukan bagi melengkapkan kertas projek tersebut. Semua maklumat yang tuan/puan berikan adalah untuk tujuan akademik sahaja.

Sila hubungi Penyelia Projek, **Encik Johari Abdullah (010-9668869)** sekiranya pihak tuan/puan ingin mendapatkan maklumat lanjut berkaitan perkara di atas.

Kerjasama daripada pihak tuan/puan kami dahului dengan ucapan ribuan terima kasih.

"BERSATU BERUSAHA BERBAKTI"

Sekian.

Yang benar

NUR IZATY BINTI HJ TALIP
Pegawai Eksekutif
Bahagian Hal Ehwal Akademik

bp Rektor

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6.1 PRODUCT DESCRIPTION

DULCE BOCADO consists many types of flavour such as vanilla, chocolate, lily at valley, rose caramel, and many more .Our products are very different from other macaroon because all of it different with tasty, size, and price, quality and flavour.

Our macaroon are thin, flavourful meringue cookies that are sandwiched together with some kind of filling. The meringues are what make the cookies unique. They have a smooth, crispy shell and a moist, chewy interior. They are made with egg whites and lots of ground nuts, which helps them to attain that chewy texture without drying out and becoming too crispy, like a simple meringue cookie made with just egg whites and sugar. The fillings can be almost anything that will stay between the cookies, from jams and preserves to caramel to buttercream frosting. Although they can come in any size, our macaroon are typically large enough to be eaten in many bites.

For information our product are getting Halal label food from JAKIM Malaysia which are the ingredient and the method to produce macaroon are halal and clean. Our Macaroon have many variety healthy ingredient such as rich in vitamin C ,, vitamin A Vitamin B-12 vitamin B6 iron and many more

Our company use packaging method for those customer who are want to purchase more and variety of flavour which is 5 unit of macaroon for 1 package with complete soft drink . We let the customer to choose their own interest from the packages that we provide.

We classify every type of macaroon in different place and condition according to type macaroon, colour taster, and the quality from macaroon. The specialty with our product are is we use ingredients from outside country that more expert for producing macaroon such as Australia new Zealand and many more. And more importantly is our profesional chef that are more expert and experience

6.5 MARKET SIZE

Market size very important for business to determine the potential customer to buying our product. In our business Dulce Bocado Company more towards for produce macaroon for our main food. Our business are target more to student in primary, secondary and university or college and lastly for working adult. And our company are choose Plaza Merdeka as our outlets that are very easy to find and have a many potential buyer at there. This places give higher potential visitor come in and out so our branch is suitable open at there to attract customer.

There are market information about the market is used in determining the market size

PRIMARY STUDENT

On the research that our company do, we targeted our customer in primary student in every school around Plaza Merdeka which are Sekolah Rendah St Teresa and Sekolah Rendah Saint Mary will dominant around 20% total student for both school. But not all the student in that school will buy our same product , so we target around 193 student will purchase our product. According to the holiday our purchasing in our product will be decrease in month of March, June and August because this month the demand will be lesser according to the available of student there. On the December till the first month of January , our company will supply lower than usual because that time is the break holiday for the student in all school.

SECONDARY SCHOOL

On the research that our company do, we targeted our customer in secondary student in every school around Plaza Merdeka which are Sekolah Menengah kebangsaan St Mary, SMK ST Thomas Secondary School, and SMK High School Kuching will dominant around 30% for total al school population. But not all the student in that school will buy our same product so we target from 30% the population becoming to 1031 student will purchase our product. According to the holiday purchasing in our product will be decrease in month of March, June and August because this month the demand will be lesser according to the available of student there. On the December till the first month of January, our company will supply lower than usual because that time is the break holiday for the student in all school.