



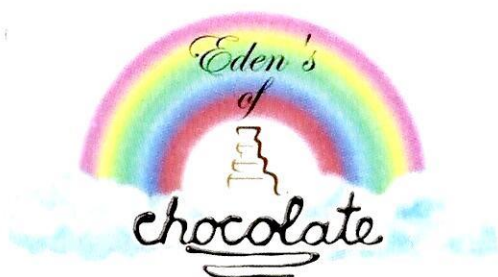
اُنْدُوْسِيْتِي تِكْنُوْلُوْجِي مَارَا
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TEKNOLOGI
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(ETR300)



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Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Pengurusan Bank** untuk membuat satu kertas projek bagi kursus **ENT300 (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.

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“BERSATU BERUSAHA BERBAKTI”

Sekian.

Yang benar

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EXECUTIVE SUMMARY

Our company name is Edens of Chocolate. The business has been decided on the form of partnership, which consist of five members. Each partner contributes certain amount of capital as agreed in our agreement. Our main business activity is to provide a one stop restaurant where all chocolate lover may experience a memorable unique and tasty chocolate rich dipping with fruits, cakes, biscuits or ice cream. We have decided that our business will operate at The Spring Shopping mall, Kuching, Sarawak. It will fully operate on 1st January 2013.

All partners are encourage and entitled to participate in the business management. We have agreed that **Nur Astatl Binti Sahari** as the General Manager, **Wanaatashia Najeerah Binti Hasli** will be our Administrative Manager, while **Raymond Hollis ak Tinggom** will act as our Marketing Manager, **Liliana Jessy ak Jubin** will hold the post of Operation Manager, and also **Stephanie ak Pilipin** had been appointed as our Financial Manager.

The management team will be lead by the **General Manager**, and assisted by other manager. The General Manager is responsible in controlling, leading, organizing as well as planning the entire business. The **Administrative Manager** is responsible for all jobs relating to office administration. The **Marketing Manager** is responsible in preparing the marketing plan, which includes indentifying the target market, determining the market shares, developing sales forecast and marketing strategies. The operation of our business is controlled and monitored by the **Operation Manager**. Not only that, all workers who work in our restaurants will be under the supervision of the Operation Manager. This is where quality control and productivity will take place in order to improve the efficiency of the worker.

Finally, the **Financial Manager** will handle financial matters such as preparing budgets and financial statement for the expenses of each department. All the financial statement need to be taken care properly by our Financial Manager.

Introduction to business plan

NAME OF COMPANY

Upon the nature of our business, we have decided to name our company as **EDENS OF CHOCOLATE**. The name 'Eden', is a term adapted from the bible that carries the meaning of paradise. The Garden of Eden is the garden of God where it is a place that was once lived by Adam and Eve. As Eden is the same term as Paradise, it symbolizes a delightful place and a place rich with ultimate happiness. In the scientific terms, cocoa bean was named as Theobroma Cacao which literally means "the foods of the Gods". Therefore the name Edens Of Chocolate simply means a delightful place rich with chocolate and happiness or literally it means the paradise of chocolate.

VISION AND MISSION

Vision statement is an aspirational description of what an organization would like to achieve or accomplish in the mid-term or long-term future. It is intended to serve as a clear guide for choosing current and future courses of action. The **Vision** of our company comprises of:

1) To acknowledge people that chocolate can be served creatively.

As our business starts to commence and compete with the potential competitors, our company strives to give the best in serving and fulfilling the customers' wants. Other than enjoying chocolate in a hardened form, we choose to serve it in a melted form so that it can be served with other types of deserts and can be served creatively. According to a survey done, chocolate has been one of the most craved snacks by almost everyone in Kuching. Therefore, we are taking this advantage to pool and extend the market share by attracting more chocolate lovers using creativity-technique.

2) To maximize quality and profit in the long term.

Although our company is the first one to bring up this concept, as we know new existing companies will always improve their product to beat our company's product. In order to survive, we have to strengthen and update our marketing strategy as well as to improve our product quality to satisfy customers from time to time, to attract new customers and to retain customer loyalty so that in the long run our company is able to make profit. This is because our company believed that in order to gain profit when doing business, the first thing to tackle is the customer itself. This can be achieved by always improving our products and services from time to time.

3) To create the most prominent and permanent company image.

Being the first company to come up with this concept in Kuching, we really hope to retain the image of being the most satisfying and unique company with a unique concept to tackle the market. As we know, competitors will always compete. Therefore, we will make sure that we use the most suitable, unique and efficient technique to keep our company's image the best.

A mission statement is on the other hand, is a written declaration of an organization's core purpose and focus that normally remains unchanged over time. A mission is different from a vision where a

