



اوتنو تكنولوجي مارا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP ENT 300

BUSINESS PLAN



Prepared by:

MOHAMAD HAZREEN BIN TAUHIT	2013761417	JAC1105B
NURFARHANA ATIKA BINTI HAIRUDDIN	2013366743	JAC1105B
ROZ AUZAINEE BIN ROZMAN	2013949929	JAC1105B
NUR NADDIRA BINTI JAMAL	2013971137	JAC1105B
NUR HAYATI BINTI USMAN	2013151527	JAC1105B

Prepared for:

MADAM MUSMAILINA BINTI MUSTAFA KAMAL

Submission date: 13th MARCH 2016

EXECUTIVE SUMMARY

Delicate Dumpling is a business which incorporated on 1st October 2016 selling Halal dumpling steam. Delicate Dumpling sell Halal dumpling steam to the variety of customer especially Muslims. The business is located at Kilang Bateri No 83, Jalan Tampoi, 81200 Johor Bahru, Johor, Malaysia.

As we know, dumpling which is made from Halal ingredient are not recognized very well in Malaysia and not many people know about this food. So, we expand this idea and create a great idea for market this product. Moreover, we are believe that we will compete with other competitors in a few years ahead. This is because, nowadays people in Malaysia like to try a new food and most important it is Halal so they can experience variety of food and want to satisfy their needs. Through the attention from Delicate Dumpling customer, our Halal dumpling steam will surely gain market share as it satisfy the need among all the population.

Delicate Dumpling are formed by business partnership of five members, namely Mohamad Hazreen Bin Tauhit, Nurfarhana Atika Binti Hairuddin, Roz Auzainee Bin Rozman, Nur Naddira Binti Jamal and Nur Hayati Binti Usman. Our members have their own responsibilities. The detail of the partners is further discussed later, about partners' background.

LETTER OF SUBMISSION

Mohamad Hazreen Bin Tauhit,
Diploma in Accountancy,
Universiti Teknologi MARA, Cawangan Johor,
KM 12, Jalan Muar,
85009 Segamat,
Johor Darul Takzim

Madam Musmailina Binti Mustafa Kamal,
Lecturer of ENT 300,
Universiti Teknologi MARA, Cawangan Johor,
KM 12, Jalan Muar,
85000 Segamat,
Johor Darul Takzim.

13 MARCH 2016

Madam,

Submission of Business Plan Proposal

As partial requirement of the ENT300 – Fundamentals of Entrepreneurship subject, we are obliged to submit the proposal of our final project paper.

2. This business plan was completed according to the guidelines and requirements given according to subject related. This business plan is build up to serve as a guide and prototype for a business proposed deal which covers the top management which is started with general manager followed by the administration, marketing, operation, and financial.

3. We hope that our business plan that we recommended does fulfil your obligations. If there are any error or lack in any part are fully depends on us. Besides, we would like to record our thanks and appreciation for any comments or remarks on our project in order to help us to improve it and also to ourselves as well.

4. Thank you for your guidance and time to go through our business plan and analyzing it. With all our efforts we hope that it will meet your expectation and that you will be satisfied this business plan that we produced. Finally, with the cooperation that arises among us can enhance a good collaboration.

Sincerely,

hazreen

(Mohamad Hazreen Bin Tauhit)
General Manager,
Delicate Dumpling.

ACKNOWLEDGEMENT

We have taken efforts in this project. However, it would not have been possible without the kind of support and help of many individuals and organizations. We would like to extend our sincere thanks to all of them.

First of all, Alhamdulillah, praise to Allah SWT for giving us opportunity and providing us everything to complete our business proposal for Fundamental of Entrepreneurship (ENT300).

We, as the group member has achieved the vital purpose which are accepting this challenge to ourselves because it shows our passion by doing this task. For the prospect of business, we can practice our ability and interest in other different way, to be a guideline to encourage for becoming succeed business people by this project plan of business.

Secondly, we take this opportunity to express our profound thanks and deep regards to our beloved lecturer, Madam Musmailina for her exemplary guidance, monitoring and constant encouragement throughout the course of this assignment.

Thirdly, we would like to express our deepest appreciation to our beloved parents for their continuous encouragement are greatly appreciated. We also would like to extend our gratitude and special thanks to our classmate from JAC1105B that have directly and indirectly giving and sharing ideas among classmates which lead us to a better friendship and become excellent class among all.

Last but not least, we would like to say thank you to our group partner which are Mohamad Hazreen Bin Tauhit, Nurfarhana Atika Binti Hairuddin, Rozauzainee Bin Rozman, Nur Naddira Binti Jamal and Nur Hayati Binti Usman for being so tough and tolerant until we could overcome hurdles that coming towards us in any way. Thank you.