



UNIVERSITI TEKNOLOGI MARA

ENT 300  
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN  
SPICE COOKIES SDN BHD

PREPARED BY

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## 1.1 EXECUTIVE SUMMARY

The name of our company is Spice Cookies Sdn Bhd that selling spice cookies which is full of warm spices. The business is in form of partnership which consists of four members. Each partner contributes a certain amount of capital as agreed in agreement. There are no sleeping partners and all are entitled to participate in the business management. We agreed that Dayang Rozelana Binti Datu Rainier as the General Manager and Finance Manager, Muhammad Zaki Bin Shukor as the Administration Manager, Farrah Azwani Binti Mohd Ridzwan as the Operational Manager and lastly Cleopatra Prichard as the Marketing Manager. Our vision is to be the number one retailer that sells the best spice cookies in Sabah by year 2024.

Our spice cookies is in demand since our cookies is different from others in terms of ingredients and competitively priced whereby the setting of the price of product based on competitors' price. Our business is located at Suria Sabah whereby this place is on high growth product driven by current social trends such as Big Apple Donut, Yoyo Café and many more. Also, the majority of shops are local giving the Suria Sabah a unique character that is different from most shopping complexes, and from this we can promote our spiced cookie that most of the ingredients is focused on spices for example cinnamon and onions.

## **1.2 BUSINESS PLAN PURPOSE**

1. As a guideline and reference in managing the business in the future.
2. A well-written business plan will help to forecast the future, even if the future is not well known.
3. To exposed and encourage the numbers of Bumiputera to be involved in an entrepreneurship.
4. A business plan is a must to obtain start-up funding from financial institution. Many funding sources won't even consider investing without a formal business plan that outlines the future potential of the business.
5. Business plan helps determine the best way to allocate scarce resources, such as budget, inventory and other asset.
6. Business plan can be managed efficiently as planned.
7. To fulfill the requirement of FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300) subject.