



SUGGESTION FOR REFERENCE:	
OVERALL BIZ PLAN	✓
INTRODUCTION	
ADMINISTRATION PLAN	
MARKETING PLAN	
OPERATION PLAN	
FINANCIAL PLAN	
CONCLUSION	

**ENT 300**  
**FUNDAMENTALS OF ENTREPRENEURSHIP**  
**BUSINESS PLAN**  
**CHOCOJAR PREMIUM VIBES ENTERPRISE**

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## **EXECUTIVE SUMMARY**

ChocoJar PremiumVibes is officially known as a product and retail establishment located at Seksyen 15, Persiaran Pekeliling, Bandar Baru Bangi, 43650 Bangi, Selangor. ChocoJar PremiumVibes offer a sweet tooth product that has a difference. ChocoJar PremiumVibes expect to have a regular loyal customers base that loves our product. This business is a partnership business that is equally owned and managed by five partners. All of the partners have contributed their amount to start a business which the total is RM 72,960. To make the business easy and successful, we divided their part and responsibilities and have five jobs: General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager.

ChocoJar PremiumVibes are planning to build a secure market position in the town since our partners have experience and competitive surroundings in the area. We aim to offer our product at a competitive price that meets the middle- to higher-income local market area residents and tourists. ChocoJar PremiumVibes can relieve consumers stress because eating sweets is one of the foods that can reduce stress.

We hope that our product can be popular and successful in our country and another country if we have a chance. We also want to attract customers of all ages and religions. Our focus is to make something different in the future for everyone, including residents and tourists.

## CHAPTER 1: INTRODUCTION

### 1.1 INTRODUCTION TO THE BUSINESS

1.	Name of Business	:	ChocoJar PremiumVibes Enterprise
2.	Business address	:	Seksyen 15, Persiaran Pekeliling, Bandar Baru Bangi, 43650 Bangi, Selangor.
3.	Nature of Business	:	Manufacturing (Producing)
4.	Factors in selecting the proposed business	:	i. Someone who loves to eat cheese and chocolate
			ii. Suitable for someone who wants a different
			iii. A taste of creamy and sweet
5.	Future prospects of the business	:	To be the first choice of the customer when they want a chocolate dessert in a jar

### 1.2 PURPOSE OF BUSINESS PLAN

1. As a guideline for managing the business, this can be a way for us to know what is business about and how to manage a business in the right way without falling.
2. To allocate business resources effectively. Every resource is essential for us to distribute the business and use it to make our business successful.