

**ENT300**  
**FUNDAMENTALS OF ENTREPRENEURSHIP**  
**BUSINESS PLAN**



**D'COOKIES BAKERY ENTERPRISE**

**PREPARED BY**

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**PREPARED FOR**

<b>LECTURER'S NAME</b>	:	<b>MADAM SHAIRA BT ISMAIL</b>
<b>SEMESTER</b>	:	<b>MAC – AUGUST 2021</b>
<b>SUBMISSION DATE</b>	:	<b>25 JULY – 27JULY 2021</b>

D'cookies bakery Enterprise  
Diploma in Electrical Engineering  
Universiti Teknologi MARA (UiTM)  
Permatang Pauh  
PULAU PINANG

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17th. September 2018

Madam Shaira

Lecturer of Fundamental of Entrepreneurship (ENT300)  
Faculty of Business and Management  
UiTM Pulau Pinang

Dear Madam,

### **SUBMISSION OF THE BUSINESS PLAN**

With reference to the matter above, our group would like to submit our business plan for your kind evaluation and further action. With regard to the business that we wish to venture is particularly manufacturing and selling the cookies located in Alam Avenue 2, Seksyen 16, Shah Alam, Selangor. Our company's name is D'cookies bakery Enterprise. Our business is a partnership set up with the following business partners and address:

Partners:

1. NUR 'IZZAH BINTI YUSOF (2019210948)
2. NORSEHA ALLYSA BT MOHD ADNI (2019211084)
3. NURUL ATHIRAH BINTI IMAM (2019438676)
4. NUR ZULAIKA IZZATI BINTI ABDUL RAHMAN (2019223402)

Business address:

B-19-G, Jalan Serai Wangi K 16/K, Alam Avenue 2, Seksyen 16, 40200 Shah Alam.  
Selangor Darul Ehsan.

We have tried our very best to prepare this business plan in according to the subject requirements. This working paper is our group efforts and all experience gained are valuable lessons for the entire group members.

We hope that our business plan will satisfy your requirement for this subject (ENT 300). We also hope that our business plan can provide some benefits to the other people as a reference material for the future.

Sincerely,



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NORSEHA ALLYSA BINTI

MOHD ADNI

Administrative Manager



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NUR 'IZZAH BINTI YUSOF

Marketing Manager



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NURUL ATHIRAH BINTI

IMAM

Operations Manager



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NUR ZULAIKA IZZATI BINTI

ABDUL RAHMAN

Financial Manager

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# 1.0 INTRODUCTION

## 1.1 BUSINESS DESCRIPTION

Our company name is D'Cookies Bakery Enterprise, and our business is focused in Shah Alam, Selangor. Our business registered on 25 November 2020.

### **Nature of business.**

Our nature business is to sell various types of cookies. D'Cookies bakery will prepare fresh baked cookies using the best quality ingredients every day. We also make cookies according to the customer's preferences, providing them to customize the ingredients in the cookies. Customers can decorate their own custom-made cookies with an affordable cost.

### **Location of the business.**

Our location of the business we decide start and opened our business:

B-19-G, Jalan Serai Wangi K 16/K, Alam Avenue 2, Seksyen 16, 40200 Shah Alam. Selangor Darul Ehsan.

### **Factor in selecting the proposed business.**

There are few reasons why we choose this business:

- To provide variety taste of cookies that suits customer's desire.
- The location near to the university area, so it helps students for their everyday meals with an affordable cost.
- To provide quality services that exceeds the expectations of our esteemed customers.

### **Future prospects of the business.**

D'Cookies Bakery want to help student to fulfill their needs with reasonable cost. Beside that, we want to build good reputation in the field of bakery industry. Furthermore, we hope we can add our branches.