

ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN



FLANNERY MINKHA COOKIES

PREPARED BY

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SEMESTER	:	MAC – AUGUST 2021
SUBMISSION DATE	:	6 AUGUST 2021

Cover Letter

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12th July 2021

Dear Sir,

SUBMISSION OF BUSINESS PROPOSAL

From the title above, this is a great pleasure for us to submit this successful report upon business plan. We have tried our best to complete and prepare this business plan on the perspective of FLANNERY MINKHA COOKIES

1. We have gathered a lot of our entrepreneurial knowledge for the purpose of this business plan. We are able to use the information we had to know the actual market scenario. This is the greatest achievement we have accomplished so far in the entrepreneur field.
2. This report consists of important component and aspect that have been considered in the beginning of the business. It includes our business profile, structure administrator, financial, marketing and operation aspect plus all other information regarding the business plan.

3. We would like to thank you for the valuable guidance and supports we received through completing this business report. We would be grateful for any clarification on the approval of this report and valuable judgement on it as well. If there is any mistake or lack in a certain area, we are sincerely apologizing.

4. Those are Flannery Minkha Cookies business partners and our business address are mention below:

Details of the partners are in following:
 - a. Siti Zulaikha binti Almuansyah
 - b. Nurul Atikah binti Sharani
 - c. Maizatul Athirah binti Mohd Azlan
 - d. Nur Zulaikha binti Zairi Lazli

5. We hope that our business plan will satisfy your requirement for our subject, Fundamental of Entrepreneur (ENT300). We also hope that our business plan will give some benefits to those who are interested to do business.

Yours truly,



(NUR ZULAIKHA BINTI ZAIRI LAZLI)

General Manager

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EXECUTIVE SUMMARY

Flannery Minkha Cookies is a partnership business that was formed in November 2020. The founder of this business is four successful woman who interested in baking and ambitious in doing business which are Nurul Atikah binti Sharani, Nur Zulaikha binti Zairi Lazli, Maizatul Athirah binti Mohd Azlan and Siti Zulaikha binti Almuansyah. We are selling home-made chocolate cookies.

Our base is located in Jalan PJS 5/30 Taman Medan, 46000 Petaling Jaya, Selangor. The huge population in Petaling Jaya and nearby areas has resulted in more potential customers. This is because this area consists of residential areas, office areas and shop lots. We decided to sell cookies since the current trend in 2020 is sweet tooth. After going through lots of try and test of the best product to enter the market we finally settled on this product. Therefore, we produce cookies in order to match the trend and catch more customers from different segmentations.

The strength of our business is we make thorough research in finding the perfect recipe for making delicious cookies. We only use high quality raw materials that resulted in crunchy and premium cookies as an end product. We are also very selective in choosing the best ingredient to ensure each of them enhances the flavour of cookies. Moreover, we acknowledge the existence of other competitors in the industry. However, we have our own strategy in order to attract more customers to buy our cookies. For instance, we have special promotions during holidays and also discounts for students. Besides that, our cookies are different from the normal cookies. Although the cookies have been mixed with our signature chocolate sauce, the crispness and crunchiness remain and taste just like freshly baked. Hence, the customers can always enjoy delicious cookies anytime and anywhere.

Aware of those competitors, we use social media to promote our cookies. Facebook and Instagram are definitely a big help since both of these applications have lots of users from various ranges of ages. On the other hand, Shopee makes it easier for customers to purchase our cookies.

Last but not least, we hope that Flannery Minkha Cookies can grow bigger over time. We will always take feedback to improve our product from time to time. One thing that will never change is our priorities are always our customers.