



**UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH  
KAMPUS SUNGAI PETANI  
INTRODUCTION TO ENTREPRENUERSHIP ETR300**

**JELLY JOY SHOP**

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**ASAS KEUSAHAWANAN (ETR)**

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Pelajar-pelajar berkenaan ialah:

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2. Wan Fadhlina bt Ariffin (2001271745)
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4. Nor Wydura bt Bakri (2001489906)
5. Umi Hani bt Tajul Bahar (2001271777)

Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Sekian, terima kasih.

Yang benar

**MAZNAH WAN OMAR**  
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## **INTRODUCTION**

JellyJoy Shop is a shop that established as a partnership form of business. As this business relates with trading business activity, the business involved directly in selling desert. The deserts sold in JellyJoy Shop are various flavored jelly, pudding and nata de coco. Although the shop name is JellyJoy Shop, it doesn't mean we are only focusing on selling jelly. Actually, the shop is also sell variety of flavored pudding and nata de coco.

JellyJoy Shop is the name that we choose for our company and the business will start to operate on 1<sup>st</sup> January 2004. There is a reason why we choose this name. "JellyJoy" itself have already showed the meaning, how happy and cheerful our shop is. That is what we want the customers know about our shop, happy and cheerful.

We decided to involve in selling deserts because there are only a few entrepreneur involved in this kind of business and the second factor is we can see the increasing demand on deserts from time to time. We know that this business has a good potential to succeed although it might took some time.

JellyJoy Shop is located at 182, Jalan Lagenda 1, Lagenda Height in Sungai Petani, Kedah. We choose this particular location by looking at the population, our target market, systematic structure and facilities such as communication network, transportation, competition and the development of that area.

For our attention, Rasulallah has always encourage his ummah and society to involve in the business field because 9/10 of our income comes from this resources. Our hope is to see a lot of Bumiputra never afraid to take the challenges by involving themselves in business world.

## **PURPOSES OF BUSINESS PLAN**

Usually, entrepreneur prepares business plan before they started the business. Each business plan is prepared for as specific purpose. JellyJoy Shop prepares this business plan for the reasons as follows:

1. This business plan is prepared as a guideline in providing us such information and resources that can be used as reference in managing the business.
- ii. As for the external parties such as loaners, suppliers and investors, this business plan is to show we have opportunity to expand our business in the future and we have the ability to pay back the loans given to us in order to start the business.
- iii. It is in order to give good impression and make the Mayban Finance confidence with us in order to get a term loan for the amount of RM 20,000.
- iv. Through this business plan, we can also look whether the business that we have chose and involved in, has a good potential to survive and compete in the business market.
- v. It also assists us in identifying problems and opportunities so that we can generate strategies for improvements and solve our future problems from becoming much worst.

In another word, business plan really helps a lot for the entrepreneur to manage the beginning of business.