



اُنِيُوَرْسِيْتِي تِيكْنُولُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Johor
Kampus Pasir Gudang

FACULTY OF MECHANICAL ENGINEERING

DIPLOMA IN MECHANICAL ENGINEERING (EM110)

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

BUSINESS NAME

DELICITASTE

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We did like to express our gratitude to Miss Nur Zaidani Wati, our entrepreneurship instructor, for her guidance and advise. She also shares her knowledge and experience to ensure that we complete this business plan in accordance with the ENT300 requirements. Flash back to our memories while working on this report and in the process of completing it, we succeed to build a strong bond of friendship among our team members. The strong bond that has been created and cooperation that existed help up a lot in achieving our aims. All the group member play vital role that contribute to our success.

Finally, we believe that the knowledge we gained from this training will assist us in managing our own business and guiding us to become great entrepreneurs in the future. We would like to express our regret for any errors that occurred with or without our knowledge. Please accept our apology. Finally, a heartfelt thank you to Allah and everyone who have been so supportive of us. Only Allah has the power to repay your good acts. Thank-you again.

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EXECUTIVE SUMMARY

DeliciTaste is a company based on partnership consisting of 5 people who run important positions in the company such as General Manager, Marketing Manager, Financial Manager, Administration Manager and Operational Manager. This company is located at Shah Alam, Syeksyen 7 that is urban area in a form of business that do a service to delivery ingredient included with recipes. The company objectives are to deliver the best quality ingredient for cooking the meal in small or large potion. In addition, the company also give the best recipe from certified chef to those who required it to learn cooking. It also included with homemade menu to every household. Moreover, the services reduce the time for people who do not have much time to buy ingredients especially in urban area.

The company services also make sure that the ingredient that is delivered are checked very detail to ensure the quality of the ingredient are in best condition. The ingredient is also imported from the well known and famous store such as Tesco. Furthermore, even though it is easy to buy the ingredient from the store itself, the different for using the services from DeliciTaste company are the high-quality ingredient and the recipes from the well-known certified chef. The ingredient and recipes that is provided are for two types of cuisines which are western and Malay cuisine. For instance, spaghetti, macaroni cheese, Rendang, Asam Pedas and Masak Lemak Cili Api.

The company provides the services to reduce the weight of people who are mostly busy with works and have less time to go buy ingredient to cook for their family. In addition, by using this service able to save money of those who are busy because the price are depends on the quantity of the ingredient. For instance, they able to cook by themselves rather than order food through online that cost higher from delivery and cooking charge. But these services will allow them to a bunch of ingredients to cook based of the recipes they wanted. As a result, the services will tremendously help the costumer to manage their time and money especially during the Covid-19 pandemic outbreak.

The company will demonstrate the cooperation to make sure that the business to remain proactive and modifying weak strategies to achieve the mission to help ease the burden of the customer and be an alternative to learn on how to cook. As a result, the company can assure will perform at its peak.

1. Business Background

Table 1.1 Business Background

Name of company	DeliciTaste Sdn Bhd
Business Address	Jalan Zikron E8/E, Seksyen 7, 40000 Shah Alam, Selangor
Correspondence Address	Jalan Zikron E8/E, Seksyen 7, 40000 Shah Alam, Selangor
Website	www.delicitaste.com
Email	delicitaste@gmail.com
Form of Business	services
Main Activity	delivering ingredient and recipes
Date of Commencement	1.1.2022
Date of Registration	1.12.2021
Registration Number	2912689481
Name of Bank	Maybank
Bank Account Number	1425103029834

1.1 Vision and Mission

1.1.1 Vision

Ensure to put a smile on family faces with delicious cooking.

1.1.2 Mission

To ease the burden of customers with prepared ingredient and recipe.