



اَبْنُو سَيِّدِي تَنَكْوَلُو كِي مَارَا  
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**FUNDAMENTALS OF ENTREPRENEURSHIP**

**(ENT 300)**

**BUSINESS NAME:**

**Ez Cheesekut NYET! Enterprise**

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## **EXECUTIVE SUMMARY**

Ez Cheesekut Nyet! does run a business on a partnership basis. The business consists of five members who hold different managerial positions in ensuring the smooth running of the business namely General Manager, Administrative Manager, Marketing Manager, Operations Manager and Finance Manager.

After that, our business is using channel of physical shop. Hence, our premise is located at Jalan Molek 1/9, Taman Molek, 81100, Johor Bahru, Malaysia. Our business will be the first shop lot that sell cheesekut near Taman Molek. The chosen location is very strategic where there are many residential areas and schools that have been built nearby to the location of our premises. Our business will be the first shop lot that sell cheesekut near Taman Molek.

Furthermore, our business also will introduce a variety of flavours such as Nestum Cheesekut, Oreo Cheesekut, Milo Cheesekut and also new flavour which is tiramisu cheesekut. Our products will provide a taste that will make customers fascinated because the taste of our products is different from others. In addition, the price of each of these cheesecakes is affordable at RM 6 each.

Next, our target market in this business is age from 6 years old and above. Second, our business also targets both gender (male and female) as a target market. Third is our business Targeting customers for all different types of income. Lastly, we also target all types of race as the target market.

Lastly, our future prospects are that we want our cheesekut to be known in Johor and Malaysia. Not just that, we also want our products to be the first choice of customers and consumers of the cheesekut industry in the state of Johor which is also available in Malaysia.

## **1.0 INTRODUCTION**

### **1.1 Name of Business**

First of all, our partnership produces food-based products. Based on what we are producing, we decided to name our business as Ez Cheesekut Nyet! It is inspired by our Operational Managers, Muhammad Syakirin bin Sadan who makes cheesecake as one of his favorite desserts and he also helps his sister in the cheesecake business. Why do we choose Ez Cheesekut Nyet? This is because the way to make this cheesekut is simple by using only a few ingredients which are biscuits and cheese. The word 'Nyet' was inspired from our idol product, which is Khairul Aming. The product is 'Sambal NYET berapi'.

### **1.2 Nature of Business**

In recent years, cheesekut products have become increasingly popular. Basically, cheesekut can be made using only two ingredients which are biscuits and cheese. Other than plain cheesekut, our business also will introduce a variety of flavours such as Nestum Cheesekut, Oreo Cheesekut Milo Cheesekut and also new flavour which is tiramisu.

### **1.3 Industry Profile**

After that, our business was founded by five partners. We are Mr, Mohamad Arsyad Bin Mohd Fadzli as the General Manager, followed by Mr Muhammad Zul Hakimi Bin Zulkepli as the Administration Manager, Mr Alvin Azzierol bin Ros as the Marketing Manager, Mr Muhammad Syakirin bin Sadan as the Operational Manager and lastly is Ms Nur Alissa Binti Muhamad Ali as the Financial Manager.