



**UNIVERSITI TEKNOLOGI MARA**

**KAMPUS MUKAH**

**ENT 300**

**FUNDAMENTALS OF ENTREPRENEURSHIP**



**PREPARED FOR : MISS SITI FARAH BINTI LAJIM**

**PREPARED BY : PRESANTIA ANAK BUJANG (2011716805)**

**BELINGUER ANAK ZOSEN (2011360217)**

**KHAIRUNNISA BINTI AHMAD DAUD (2011999061)**

**NURUL AMIRA BINTI JEFFRY (2011528687)**

**GROUP : BM1116M2**

**SUBMISSION DATE : 19 SEPTEMBER 2014**

## TABLE OF CONTENTS

No.	Items	Pages
1	1.0 Introduction	1
	1.1 Submission Letters	2
	1.2 Acknowledgement	3
	1.3 Executive Summary	4
	1.4 Partnership Agreement	5-7
	1.5 Introduction Of Business Plan	8
	1.6 Name Of The Company	9
	1.7 Nature Of Business	9
	1.8 Industry Profile	10
	1.9 Factors In Selecting The Proposed Business	11
	1.10 Future Prospect Of Business	11
	1.11 Date Of Commencement	11
	1.12 Logo	12
	1.13 Business Background	13
	1.14 Purpose Of Business Plan	14
	1.15 Partner's Profile	
	- General Manager And Financial Profile	15
	- Administration Manager Profile	16
	- Operational Manager Profile	17
	- Marketing Manager Profile	18
	1.16 Organizational Chart	19
	1.17 Contribution	20
	1.18 Location	21-22
2	2.0 Marketing Plan	
	2.1 Introduction To Marketing Plan	23-24
	2.2 Marketing Objectives	25
	2.3 Services And Products Descriptions	26
	2.4 Target Market	27
	2.5 Market Segmentation	28
	2.6 Market Size	29-31

## **1.1 SUBMISSION LETTER**

Diploma in Business Studies,  
Semester 6,  
Universiti Teknologi Mara Sarawak,  
Kampus Mukah,  
Boulevard Setiaraja Mukah,  
96400, Mukah  
Sarawak

4 September 2014

---

Miss Siti Farah Binti Lajim  
Entrepreneurship Lecturer (ENT300),  
Universiti Teknologi Mara Sarawak,  
Kampus Mukah,  
Boulevard Setiaraja Mukah,  
96400, Mukah  
Sarawak

Miss,

### **RE: SUBMISSION OF BUSINESS PLAN REPORT**

With the mentioned above title, we had completed our Business Plan Report and we would like to submit it. The studies and research has been done according to the guidelines and procedures.

2. We really appreciate your kindness in guiding and advising us throughout this process of completing the business report, therefore, we would like to thank you. Without your guidance, we might not be able to be in the right track and produce a good proposal.

3. We certainly use the knowledge and the skills we gained from the process of making this proposal in the future. Thus, we actually can start our very own business.

### 1.3 EXECUTIVE SUMMARY

Cioccolato is a partnership business that consists of four partners where they share the same interest and passion in chocolate. The four partners are the General Manager, Administration Manager, Marketing Manager, Operation Manager, and Financial Manager.

Cioccolato is a business mainly based on selling every luxuries type of chocolate as our product. Mostly, we import our entire product from overseas. The brand that we often choose is Toucher, Godiva, Lindt, Donckels, Daim, Beryl, Toblerone, Mars, Hershey's, and Daiana. Our market targets are children, young adults, and adult that comes from intermediate and high income family that crave for luxury chocolate. Usually, woman and children really favour chocolate because chocolate makes them feel loved and special besides the tastiness. The uniqueness of our business is we offer luxury chocolate which not practically found in any groceries store and rare in the market.

Other services that we have are seasonal and special promotions. Seasonal promotions are such as during Valentine's Day, and Chinese New Year. We usually offering hamper packaging which full with branded chocolate and present for those seasonal promotion.

We decided our location to be at shop lot in front of Medan Mall, Mukah. It is strategic place where it is located in the centre of town Mukah. Furthermore, Medan Mall is the first mall in Mukah. Thus, for sure customer will go there and they will notice our shop that only in front of Medan Mall. The location also near to the neighbourhood and university at Mukah. Hence, it will be easier for the customers to stop by at our shop.

We expected to increase the number of customer and gain profit since we are the only chocolate shop in Mukah. We aim to be the famous chocolate shop in Mukah. We hope in the future we can expand our business in other states or other town and our sales boosting to the maximum.

## 1.5 INTRODUCTION OF BUSINESS PLAN

The business plan of Cioccolato is proposed so that it can be taken by comprehensive manner. This business plan gives us the opportunity to assess on business industry in the future. We decided to form partnership business which we can spend our interest in chocolate industry. The business is in form of enterprise which consists of four shareholders.

All shareholders had agreed as stated in the agreement letter that mentioned about the capital, contribution, loss and profit of the business. We choose this business because it shows the equality and no one will discriminated as the profit or losses are equally divided as stated ratio and the financial manager will announce whether the business will gain how much profit or loss by the end of the year sales.

To sum up, the partnership is an excellent option for us to take part in because the shareholders will always sharing the ideas and knowledge in order to gain profit and achieve high productive from time to time.