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TEKNOLOGI
MARA

FACULTY OF ADMINISTRATION SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

AM110 5C

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

Dumply-Dap Enterprise

DUMPLYDAP!

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LETTER OF SUBMISSION

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Submission of the Business Plan (ENT 300)

Attach here is the business plan title “**DUMPLY-DAP ENTERPRISE**” to fulfill the requirements as needed as university requirements.

Below is the list of the group members that involved in completing this business plan:

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Besides, this assignment also cannot be done without the dedication and effort of the entire group members that that spend their time and tried their best to complete the task correctly. Plus, the members has put all the blood, sweat and tears in completing this assignment, according to Dr. Hasnizawati's demands to ensure that we can produce a good and quality business plan according to the guidelines that has been given and for that, we are truly grateful to have one another as a team. The group members has given a good cooperation despite having their own difficulties and problems along the process of completing this assignment. Even though the challenges such as lack of communication sometimes occur between the group members, we could still complete and achieve the desired objective together. Thus, as this is the last semester that we could work together, hopefully all of us could be successful and achieve our own goals in life.

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EXECUTIVE SUMMARY

This business named Dumpy-Dap Enterprise is a business providing and selling halal and delicious dumpling with different and unique fillings that suits the local taste of Malaysians. Operated at Sri Petaling, Kuala Lumpur, this business aimed to attract the customers especially our target market with five fillings of dumplings which is our signature Dumpy-Deng, Chicken Curry, *Otak-Otak*, Rendang and also *Sambal Ikan Bilis*. Other than that, every Dumpy-Dap is made in bite size to ensure customers could enjoy every piece at fullest, with the Spicy Sweet Soy Sauce Dip to complete the taste of the dumplings. It also comes with 5 different colours which represents every flavour that we offer so it would be attractive and easier to differentiate.

Our motto is "Feel like home with Dumpy-Dap!". We aimed to ensure that customers could taste the famous dumpling with local taste without needing to pay a lot of money. We want to provide a halal, delicious and affordable dumplings to everyone, regardless of age, income and status so they could enjoy the traditional dish which is famous in countries like Korea, Japan and China. Plus, we also hoped that our dumplings would leave an impact to the customers in terms of the taste and look, so they would be reminded of Dumpy-Dap everytime they hear about the word "dumplings". Every department and managers are very particular and detailed as we care and want to give the best to our customers. Everything are carefully made from scratch to serve a high quality dumplings especially to local people near Sri Petaling. With schools, residential area and other buildings near the café, it is hoped the strategic area could attract a lot of people to taste the uniqueness of Dumpy-Dap which is the first local-recipe dumpling in Malaysia.