



UNIVERSITI TEKNOLOGI MARA

ENT300
FUNDAMENTALS OF ENTREPRENEURSHIPS

BUSINESS PLAN
CHOCOSELLE SWEET SHOP

PREPARED BY:

ADZWAN SHAUFIE ALI	2012308801
DARLY MINGO	2012931747
BERRYNSIUS JUSTIN	2012701353
JUEM PANAMBONG	2013634482
MOHD ZULHAFIZ RAMLI	2013485426
NADZIRAH AININ	2013823506

PREPARED FOR: DR. NABILA AZWA

SEPTEMBER 2015

Acknowledgement

Assalamualaikum, firstly we would like to thank to God because we finally completed our business plan. We are deeply indebted to our lecturer, Madam Nabila Azwa who always helps us improving and give knowledge to assist us in finishing our business plan.

Company background

Next, we would like to thank all group members that had always been dedicated in making this business plan successful no matter how hard it is. Without their support this assignment are impossible to be completed.

Organizing plan

We also owe acknowledgement to our family for their support in no matter what we do. They help us a lot of such as providing us with necessary financial to make this assignment a success project.

List of administration personnel

Task schedule and responsibilities

Schedule of completion

List of office furniture

List of office equipment

List of fixture and fittings

List of stationery

Administrative budget

Marketing plan

Introduction

Objectives

Product list description

Target market

Market size

Competitors

Market share

Sales forecast

TABLE OF CONTENT

Acknowledgement	
Introduction	37
Introduction	ii
Company background	iii
Administration plan	46
Organization plan	1
Background of partners	2
Mission, vision, objective	8
List of administration personnel	9
Task schedule and responsibilities	10
Schedule of remuneration	11
List of office furniture	12
List of office equipment	13
List of fixture and fittings	14
List of stationary	15
Administrative budget	16
Marketing plan	58
Introduction	18
Objectives	19
Product list description	20
Target market	24
Market size	25
Competitors	27
Market share	29
Sales forecast	31

Marketing strategies	32
Marketing budget	34
Financial ratio graph	72
Operational plan	76
Introduction	37
Operational strategies	38
Organization chart of operation department	39
Operational system	40
Production planning	46
Business operation hours	48
Material planning	48
License, permits, regulation required	52
Scheduled of remuneration	53
Operation budget	53
Implementation schedule	54
Premise layout	55
Financial plan	
Introduction	57
Objectives	57
Financial input	58
Marketing expenditure	59
Operation budget	60
Forecast sales and purchase	61
Project implementation cost	62
Source of financing	63
Table of depreciation	64
Loan amortization	66
Pro forma cash flow statement	67
Pro forma income statement (annually)	69

INTRODUCTION

Name of company: Chocoselle Sweet Shop

Nature of business: Our business is based food manufacturing and distributing the products.

Industry profile: Our business is owned actively by partnership, incorporated known as Chocoselle Sweet Shop. As a small start-up company, we recognize the limitation of attempting to manufacture our products in small premise. So that, our company can concentrate more on making the products, as well as giving a good services and quality products that meet up with the customer expectation.

Location: Our business is located at 1Borneo shop-lot. We choose this location because the type of business that we offer, that is sweet roselle-based. The place is strategic, place where many teenagers and this place also is a spot for tourists.

Date of business: Our business expected to be start operating on early year of 2016.

Factors of business: High demand of new taste and flavour and it give a good profit.

Future prospect: This business has a good future prospect. It is due to have a high demand by people that came to 1Borneo. The flooding of tourists also guarantee that the number of potential customers will be high.