



اَوْنِيُوْرَسِيْتِي تِيْكُوْلُوْكِوْن مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF APPLIED SCIENCE**

**DIPLOMA IN SCIENCE (AS120)**

**AS1205F**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**ENT 300**

**BUSINESS NAME**

**SUPER GIRL ONESTOP DONUTS ENTERPRISE**

**PRODUCT NAME**

**DONUTS**

**PREPARED FOR:**

**MADAM FAIZAN BINTI ABD JABAR**

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## LETTER OF SUBMISSION

Diploma in Science (AS120)

Faculty of Applied Science

Universiti Teknologi MARA Cawangan Pahang

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26 JUNE 2020

Madam Faizan Binti Abd Jabar

Lecturer of Fundamentals of Entrepreneurship (ENT300)

Faculty of Applied Science

Universiti Teknologi MARA Cawangan Pahang

26400 Pahang

Madam,

### **Submission of the Business Plan (ENT 300)**

Attach is the business plan title “**SUPER GIRL ONESTOP DONUTS ENTERPRISE**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

*Afidal*

Nurul Afidal Binti Abdul Rahman

General Manager

## **ACKNOWLEDGEMENT**

First and foremost, Alhamdulillah and thanks to Allah, the Almighty, for His showers of blessings throughout our business plan until it was done successfully.

We would like to express our deep and sincere gratitude to our lecturer for this ENT300 code, Madam Faizan Binti Abd Jabar, for helping and providing invaluable guidance to us throughout this business plan project on the business name SUPER GIRL ONESTOP DONUTS ENTERPRISE. Her dynamism, vision, sincerity and motivation in helping us have deeply inspired us to do better for this project. She has taught us and explained everything that we do not understand in details slowly and clearly. It was a great privilege and honor to learn and study under her guidance. We as a groupmate are very grateful for having her as our lecturer.

Special thanks to our parents and siblings in supporting us to complete this business plan in this pandemic Covid-19. Not to be forgotten, special thanks also to the members for giving full cooperation in completing this project. We had struggled in understanding, researching and completing this project, so we need to happy and satisfied with our hardworking as it is a very good experience and memory to us. Without the lecturer, parents, siblings and members, we would not be able to complete this business plan.

Throughout this project, there are a lot of challenges that we need to face such as searching for the suitable material supplies and machines for our business. Not only that, we also have to edit the business plan for a several times due to some miscalculation, over limit of sales and materials. Even though there are a lot of difficulties that we faced, Alhamdulillah we managed to overcome it and help us to become more alert, organize and mature in dealing with problems.

Lastly, to those who had involved and helped us directly or indirectly, we are very grateful for their contribution and effort that they give to us to complete the project successfully.

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## EXECUTIVE SUMMARY

Supergirl One Stop Donut is a business based on partnership where it consists of five (5) members which hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The goal of our study was to focus on our assigned operation which is donut business. Our analysis includes a start plan detailing the initial and ongoing operation cost as well as marketing. Supergirl One Stop Donut is a company which focuses on food production in Malaysia. Donut is known as one of Malaysian favourite snack to eat in any occasion. Variations of topping will make this donut looks interesting and suitable to serve for any occasion. The light and soft texture of the donut will give an opportunity to be one of marketable product as people love simple things especially food.

Our business will be operated at Medan Niaga Rampai, Rampai Bussiness Parc, Setapak Jalan Rampai Niaga 4, Rampai Bussiness Parc, 53300, Kuala Lumpur where it is accessibility is at its most convenient for the customers. If customers could not buy from the shop themselves, we also offered online services where customers could do their purchase in the comfort of their own house. We have done some research that Malaysia is one of developed country and it is quite busy during day time. Normally people who work or students will visit the shop when they want to eat something sweet. Not only suitable as a snack, donut also can be used in different occasions such as birthday party or a reunion party.

To make it more creative and interesting, we decided to make some innovation by implying our creativity in this donut making. Nowadays, colour is one of the important thing in any products making so different topping on the donut is one of our innovation as we provided different topping such as strawberry flavour, Nutella and more. In Supergirl One Stop Donut we combined oats and donuts over one recipe. Along with oats on donut and other variation of topping, we also provided regular donuts to the customer. The different type of topping might be a new attraction to people as the customers can taste different kind of topping.

We will expect that our business will become more developed in the near future because with the new innovation in our donut, the demand will increase not only during any occasion but it might be a new daily snack. This will give more advantages for us to make our product more profitable and stable in the long run.