



اُنِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF APPLIED SCIENCE

DIPLOMA IN SCIENCE (AS120)

AS1205K

**FUNDAMENTALS OF ENTREPRENUERSHIP
ENT 300**

BUSINESS NAME:

DORAYAKI JEPANG SDN.BHD

PRODUCT NAME:

FOOD SERVICE

PREPARED FOR:

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LETTER OF SUBMISSION

Diploma in Science (AS120)
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16 DECEMBER 2020

Madam Ilyani Binti Azer
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Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**DORAYAKI JEPANG SDN.BHD – DORAYAKI**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely



.....
NURI ANNISSA SOLEHAH
General Manager

ACKNOWLEDGEMENT

Alhamdulillah, we are most grateful to Allah S.W.T for the completion of this business plan as one of the requirement to settle in the assignment for the subject Fundamental of Entrepreneurship, ENT300.

Special thank you to our parents that supporting us to complete this business plan as well. This business plan has been prepared with the cooperation and support from many people include our coursemate that hardworking in complete this assignment. Beside that, no to be forgotten to our lectures, Madam Ilyani Binti Azer who always help us by giving many information during the process of completion of this project. His kindness with helping us by providing any materials that we will remember forever. Without the people the will always support us, we would not able to complete this business plan.

There are a lot of challenge that we have to face during this pandemic such as difficulty to communicate each other when some of our members have line problem at their home. Through all the problem, we manage to become more organize and mature in dealing with problems that occur during this project. This business paln covers organization, operation, marketing, financial and any other information needed by new entrepreneur as a guide to begin their business.

Lastly, to those who had involved and cooperate directly or indirectly to this business plan, we are very grateful to them for the initiative and help that they perform in our business plan until we succeddfully completed this project.

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EXECUTIVE SUMMARY

This shop provide a food service that sells a variety, unique and delicious Dorayaki or known as Japanese Pancake. Dorayaki Jepang Sdn.Bhd opened as extraordinary shop that located at Bandar Tun Razak Jengka which that is a strategically place. Family, kids and teenagers might be interested in this business or product indirectly they will be our target customer to grow sales for this company. In addition, residents from the nearest FELDA and UiTM Jengka students also will come to our shop because they like to try something new and different compared from the others food. There are three main series or dish that we served in this business. Three special series consists of Classisc series, Ice Cream series and Custom series. Many benefit that people can get from these series where the flavour or filing of dorayaki contain many advantages of itself. The basis of dorayaki is double soft pancake that perfectly made with secret recipe by our shop.

This business is totally different from other brand who also provide dorayaki. In Dorayaki Jepang, providing high quality ingredients, affordable price of the product and excellent service to customers are available in this business. Beside that, the profitability of this company increases from year to year because the marketing strategy include choosen of place, affordable price, providing the best product and widely promotion are arranged systematically to achieve target that set by company. In addition, this business was build by five important manager and assisted by a operational worker. These position hardworking together to run this smoothly and work hard to serve the happiness to customer.