



اَوْنَبُوْرَسِيْتِي تِي كُوْلُوْجِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF PLANTING INDUSTRY MANAGEMENT

DIPLOMA IN PLANTING INDUSTRY MANAGEMENT (AT110)

AT1105F

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

CEKODOK PARADISE RESTAURANT

FRUITS CEKODOK

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LETTER OF SUBMISSION

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10TH JANUARY 2021

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Sir,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**CEKODOK PARADISE ENTERPRISE – DIGITAL CALCULATOR**” 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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Thank you,

Yours sincerely

Zulaika

.....
 SITI ZULAIKA BINTI CHE ISMAIL
 General Manager

ACKNOWLEDGEMENT

Assalamualaikum, firstly we would like to thank Allah S.W.T because we finally completed our group assignment. We are deeply indebted to our lecture, (nama) who always helps us improve and gives us the same new knowledge to assist us in finishing our assignment as well.

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

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

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EXECUTIVE SUMMARY

Our purpose in opening this paradise cekodok business is to improve and produce variations in the daily food of Malaysians. Most people think that cekodok is one of the common foods on the deck because of its similar taste and less attractive color. Not only that, as everyone knows, in Terengganu the most popular and popular food is 'keropok lekor'. So with this we take the challenge in promoting food that is no longer unfamiliar to the community but is processed according to our own recipe. We will also try to change the tastes of the people in Terengganu to love this cekodok we created.

The cekodok we produce is very interesting and unique. This is because it tastes according to the color of the spoon. Among the menu that available are pink strawberry spoon, golden yellow cheese, purple grape and several other types of fruits and colors. Not only is it tasty and delicious, our scoops also come in different sizes than usual. The spoon we produce is quite large about 2x the size of the spoon commonly produced. So this will satisfy all customers who try it.

Apart from the delicious taste, the atmosphere and the place of business is very important, this is because, the atmosphere in the store greatly affects the appetite to eat there, for example if the shop is full of flies and the atmosphere is quite dull, we will not hesitate to go out from that store and find another store to eat. So as a customer-oriented trader, we will ensure that our store is always clean and the service we provide will also be fast and quality. Not only that, to attract our customers we will also use the tropical theme in our store and we will also open our shop right on the beach of Teluk Ketapang. This is because in order to give