



اُنِيسَويْتِي تِكْنُولُوجِي مَارَا  
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**DIPLOMA IN OFFICE MANEGEMENT AND TECHNOLOGY (BA118)**

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**FUNDAMENTALS OF ENTREPRENUERSHIP**

ENT 300

**BUSINESS NAME**

LAZCA WHITEY ENTERPRISE

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**LETTER OF SUBMISSION**

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Madam,

**Submission of the Business Plan (ENT300)**

Attach is the business plan title "Lazca Whitey Enterprise" to fulfil the requirements as needed as university requirements.

Thank you.

Yours sincerely

*zaidatul*

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Nurzaidatul Azira Binti Mohd Fizal  
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## **EXECUTIVE SUMMARY**

This business plan will introduce to you The lazca Whitey. Laza whitey is a business that provide many products. It offers a lot of things which is cookies with a different type of flavor. Lazca whitey determined to produce and make a good products t satisfy the customer. I decided to produce product that can not make people forgot how good all of my cookies taste. I want to make my brand different from others.

I decided to open a shop at petaling jaya, selangor. I chose to open at petaling jaya because its one of the famous spot to have a business. It have people attention all the time. The place always crowded and that makes my shop recognizable. The customer around here came with different type of age, children, teenager and adult. This business also received a halal certificate from the Department of Islamic Development Malaysia (JAKIM).

My products offer a different type of flavor such as krooks cookies, gnarly cookies and whitey cookies. In future, we planning to make more new recipe or flavor for the cookies. This business also offers a delivery service, online ordering and so much more. We promoted our brand at every social media and we always make a special offers in every ocassion such when its eid, chinese new year and deepavali. We always update our customer frequently.