



FACULTY OF BUSINESS MANAGEMENT

DIPLOMA OFFICE MANAGEMENT AND TECHNOLOGU (BA118)

BA1184D

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

BUSINESS NAME:

Chrunchese

PRODUCT NAME:

Say cheese

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LETTER OF SUBMISSION

Diploma in Office Management and Technology (BA118)
Faculty of Business and Management
Universiti Teknologi MARA Cawangan Pahang
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Madam Normilia Abd Wahid
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Madam,
Submission of the Business Plan (ENT300)

Attached is the business plan titled "Crunchcheese" to fulfil 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

Crunchcheese
General Manager

ACKNOWLEDGEMENT

Alhamdullilah to Allah for giving us strength in order to complete this business plan. Throughout this process of this assignment we would like to thank our dearest lecturer, Madam Normilia bt Abd Wahid for her guidelines and encouragment to us for this assignment.

To our dearest group member, thank you so much for your cooperation given throught the process of completing this assignment. May all the energy and time we spent could give us a good result for this course. Also, thank you to our family members who being supportive during the procees of completing this assignmnet.

TABLE OF CONTENTS

EXECUTIVE SUMMARY	1-2
BUSINESS MODEL CANVAS (BMC)	3
1 BUSINESS BACKGROUND	4 - 8
2 OWNER BACKGROUND	9 - 13
3 ADMINISTRATION PLAN	14 - 18
4 MARKETING PLAN	19 - 28
5 OPERATIONAL PLAN	29- 37
6 FINANCIAL PLAN	38 - 47
7 CONCLUSION	48
APPENDICES	49

EXECUTIVE SUMMARY

Crunchcheese is founded by four young ambitious girls who desire to delivery high quality product that using such a premium cheese in our product that with reasonable price so that everyone can enjoy and taste of it. Our main product name Say cheese. Say cheese is with two flavours which is original and spicy. The initial of choosing this product was from the fact we wanted our popia cheese to appeal to many other people so we put a little bit of magical twist. We decided to call our product “say cheese” instead of cheese because we want our customers know that our product is very crunchy and has its own speciality. And remember our product unique not just by the flavours but also the name of the product. Our product is using such a high quality cheese, high quality raw material, high quality packaging, attractive logo.

Our target marketing is Kapar, Klang and the people who live near the Kapar as well. We also expects to catch the interest of a loyal customer with its abroad variety of taste in cheese. Our business has potential to be success as our business is at strong market position located near with big city. We also provided delivery services to improve our appealing towards customers. We also used a high-quality product in the process of making Say Cheese as its meet with the customer preferences compared to the other business cheese. Our target customer is for kids and adults, because they love to eat our product as snacks and easy to eat anytime, anywhere such as watching tv, making assignments or when bored.

Crunchcheese company is a form of business based on partnership which consist of four members which hold important position such as General Manager, Administration Manager, Marketing Manager, and Financial Manager. Each member plays all information in details of the proposed business plan. There is no operation manager as all of us is working in this business together.

We own a small office to manage the administration work on the building we rented for our business. The administration staff manage the online orders, sort out the cash on delivery order. The marketing staff tend to the social media, keeping update with the latest trend to appeal to the customers and update our social media to let more people know us and also use the aid of influencer to help us gain more recognition on the internet. The operational staff play the most important role making this business a success as people will be attracted to the product and evaluate it more rather than any other factors of the business. We used a machine to make the Say Cheese so that our product could maintain