



اَوْنُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

DESSERT DIARIES

FACULTY : **FACULTY OF BUSINESS MANAGEMENT**

PROGRAM : **BACHELOR OF BUSINESS ADMINISTRATION (HONS) IN
MARKETING**

PROGRAM CODE : **BM240**

COURSE : **PRINCIPLES OF ENTREPRENEURSHIP**

COURSE CODE : **ENT530**

SEMESTER : **4**

GROUP NAME : **BM2404A1**

GROUP MEMBERS :

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SUBMITTED TO:
DR JACQUELINE KOH

SUBMISSION DATE:

4TH JUNE 2018

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Dessert Dairies competitive advantage is that we use both traditional and online advertising to promote our product and services but mainly focusing on promoting through online. For instance, creating business accounts using Instagram and Facebook to present our company. This is because social media is a very effective way to promote sales to customers nowadays.

The Management Team members have strong backgrounds in the business industry. The General Manager was the former Sales Manager of TYH Travel & Tours, the Manager of Operation & Production was formerly an event organizer, the Manager of Finance was previously the Financial Manager for Across Borneo, and the Manager of Marketing was formerly a Product Advisor at a beauty company.

1.0 EXECUTIVE SUMMARY

Dessert Diaries is an event and catering service company that is based in Kota Kinabalu, Sabah, Malaysia. Our objective of starting this business is to give the best quality of event and catering services at an affordable price to a wide range of customers. The development of Dessert Diaries began in March of 2018 and was developed to significantly improve the way today's event management. With the rapid growth of events and catering, the product offers tremendous advantages to our company, as well as the management team assigned the responsibility of managing events every now and then. Our services will involve catering weddings, birthdays, casual events, company parties etc.

The potential target market is very promising. We are targeting primarily on wedding couples and working parents. Prioritizing our customers is a part of our plans, thus we will work with our clients to provide customized services based on their budget. Our financial projection for Year 1 is a net loss after taxes of RM240, 000. Year 2 is projected at a net profit after taxes of RM350, 000. Year 3 is projected at a net profit after taxes of RM455,000.

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2.0 COMPANY PROFILE

Dessert Diaries was established on March of 2018 as to provide event and catering services towards customers in Kota Kinabalu Sabah which is in the city centre due to highly demand in population around. Besides that, the location of our shop has fewer competitors that provide similar product and services. We are specialized in events and catering, specifically providing dessert and candy buffet. This business was founded and managed by five partners and determined to give a great opportunity to public to supply our product in order to conquer our target market. Therefore, we will be able to establish our business and trying to seek opportunity to expand our business.

Name	DESSERT DIARIES
Address	Shoplot 12 Grand Four Park II, Merrivale Centre, Jalan Ledge, Kota Kinabalu, 88700 Kota Kinabalu, Sabah
Telephone Number	0168065575
Form of Business	Partnership
Date of Commencement	January 2018
Date of Registration	1st May 2018
Name of Bank	Maybank
Bank Account Number	16001877505

DESSERT DIARIES BUSINESS PLAN

PARTNERSHIP AGREEMENT

All of the partners are agree to sign this partnership agreement on 1st January 2018. With the reference of Partnership Act (Revised 1974), this agreement is lawfully made between the partners of Dessert Diaries. This agreement is to make sure that all business operation runs accordingly to the schedule and abiding by the objective of the business that is to be achieved. We, the partners of Dessert Diaries are witnessed by Mr Jamal from Jamal & Co to make this agreement.

It is hereby declared that all partners as mentioned below have agreed to accept all term, conditions and regulations as follows:

This partnership is registered under the name of DESSERT DIARIES.

BOARD OF DIRECTORS

NAME	POSITION
Joey Gerry Martin	General Manager
Rachael Julius	Operational Manager
Alfera Dusing	Administration Manager
Flayceana Mayverlyne Binijin	Financial Manager
Nicolette Bernard	Marketing Manager

It is also agreed that all profit sharing will be based on the capital contribution of each members. Should the company suffer any loss, of which the negligence caused by any of the partners, he or she will be responsible for the loss.

All money owned by the partnership or money received on behalf of the partnership must be credited to the agreed partnership current bank account. It is also agreed that any cash withdrawal from the partnership, must be given a one month notice.