



اَوْنَبُوْرُ سَيِّتِيْ تِيْكَوْنُوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

BUSINESS PLAN : SWEETFANTASYKK

Faculty : Bachelor of Business Administration
(Hons) Business Economics

Program : BM2504A1

Program Code : BM250

Course : Principles Of Entrepreneurship

Course Code : ENT530

Semester : 4

Group Name : Sweet Fantasy

Group Members : 1. Elmy Azrihan Bin Manap 2016564901

2. Faiezah Diyana Binti Mualasan 2016307239

3. Nur Shahfina Binti Hamzah 2016718449

Submitted to

Lecturer's Name : Dr. Jacqueline Koh Siew Len

Submission Date : 15 December 2017

1.0 EXECUTIVE SUMMARY

Table of contents

Contents	Page Numbers
1.0 Executive Summary	1
2.0 Company Profile	2-3
3.0 Environmental Industry Analysis	4 - 7
4.0 Description of the Venture	8 - 9
5.0 Operation and Production Plan	10 - 11
6.0 Marketing Plan	12 - 20
7.0 Organization Plan	21 - 22
8.0 Assessment of Risks	23
9.0 Financial Plan	24 - 42
10.0 Project Milestones	43
11.0 Conclusion	44
12.0 Appendices	45 - 53

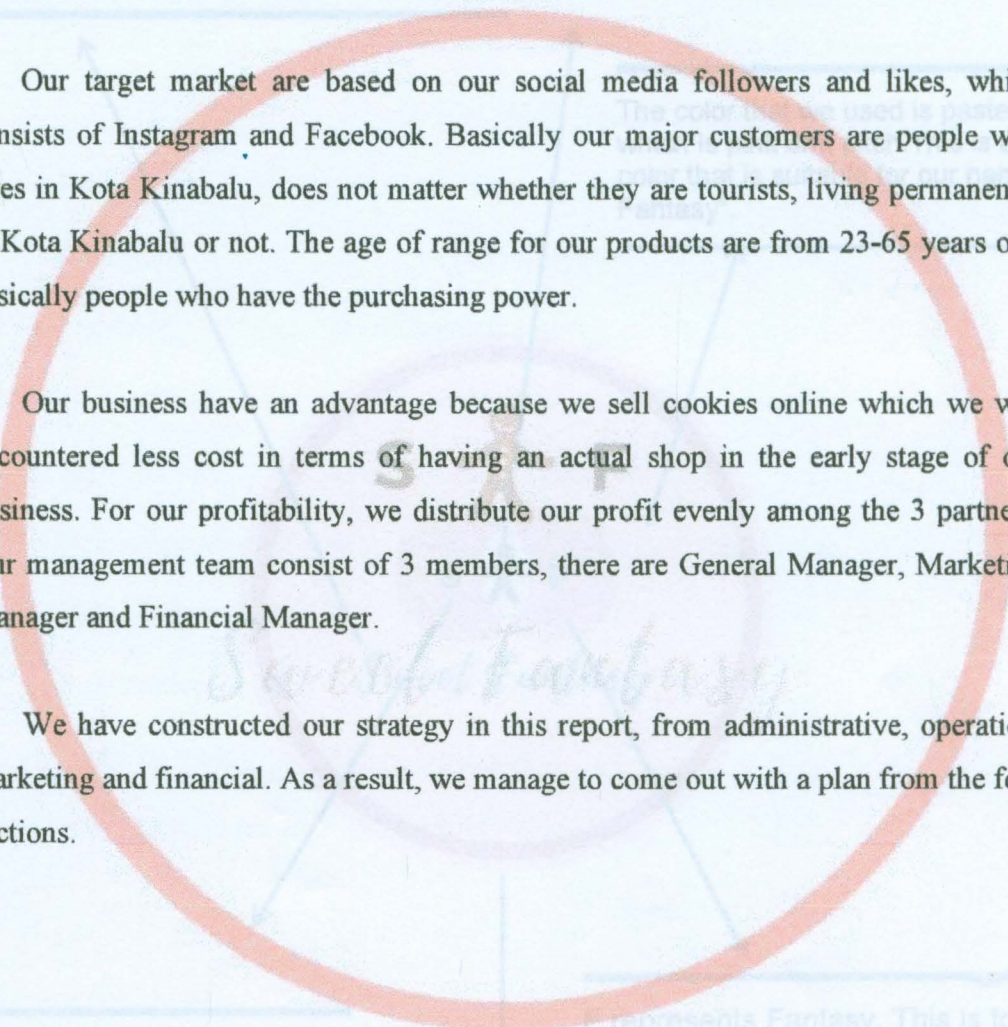
1.0 EXECUTIVE SUMMARY

To sum up this report, we will explain about our business, Sweet Fantasy KK, which falls under the food and beverages industry. We chose food and beverages industry because, it is easy to enter the market. Our main activities of business is to sell cookies online. We realize that not many people are willing to enter the market of selling cookies online but we see it as an opportunities for us to tackle it.

Our target market are based on our social media followers and likes, which consists of Instagram and Facebook. Basically our major customers are people who lives in Kota Kinabalu, does not matter whether they are tourists, living permanently in Kota Kinabalu or not. The age of range for our products are from 23-65 years old, basically people who have the purchasing power.

Our business have an advantage because we sell cookies online which we will encountered less cost in terms of having an actual shop in the early stage of our business. For our profitability, we distribute our profit evenly among the 3 partners. Our management team consist of 3 members, there are General Manager, Marketing Manager and Financial Manager.

We have constructed our strategy in this report, from administrative, operation, marketing and financial. As a result, we manage to come out with a plan from the four sections.



S represents Sweet, it is to show that we have something sweet to our customer which is cookies.

F represents Fantasy. This is to show that we want to fulfilled people's fantasy or craving with something sweet.

The round shape of our logo represents our cookies itself whereby our cookies is round and flat. We chose the round red in colour because it will increase people's appetite to buy our products.

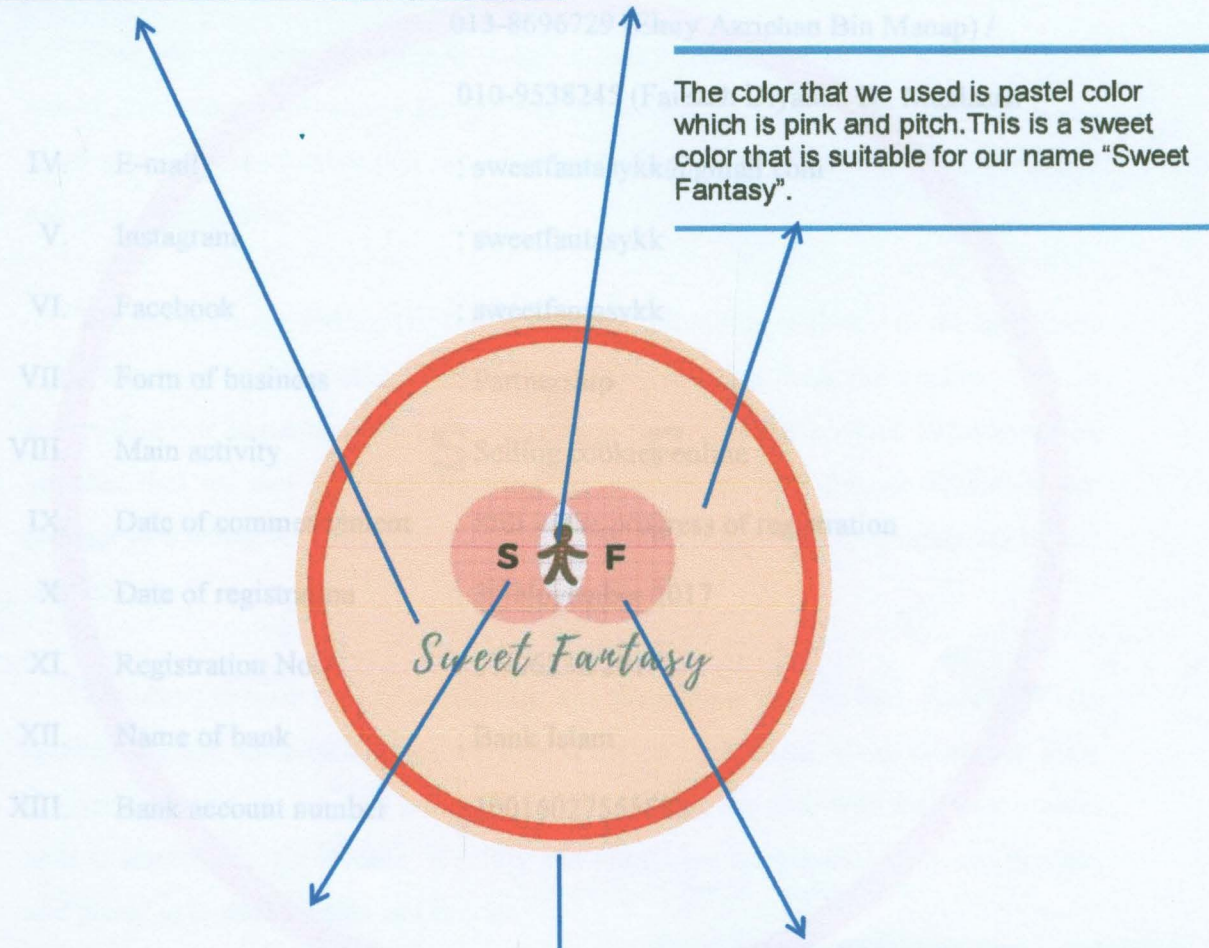
2.0 COMPANY PROFILE

Business name and logo

Company Background

This is the name of our company "Sweet Fantasy KK" and also represent the name of our product which is our cookies. We choose Sweet Fantasy because it shows that we are selling something sweet. It is inspired by how people are always fantasizing about what they want to eat to fulfill their craving.

The Gingerbread Man is one of the iconic of cookies around the globe. This also indicates the happiness that the customer might experience after tasting our delicious cookies.



The color that we used is pastel color which is pink and peach. This is a sweet color that is suitable for our name "Sweet Fantasy".

S represents Sweet. It is to show that we serve something sweet to our customer which is cookies.

F represents Fantasy. This is to show that we want to fulfilled people's fantasy or craving with something sweet.

The round shape of our logo represents our cookies itself whereby our cookies is round and flat. We chose the round red in colour because it will increase people's appetite to buy our products.

3.0 ENVIRONMENTAL INDUSTRY ANALYSIS

SweetFantasyKK is a company that selling cookies that will give a satisfaction to our customer with fulfill their satisfaction while enjoying our cookies. Our cookies is definitely different from other cookies and will give different test of cookies The differences that the customer would feel will exactly fill an unmet need in the market.

Even our company is still new in this online business world, but surely we also would give strong competition for the other existence company. Since there are still a small portion in the market that sells cookies online due to several reasons, we surely can give competition.

We are not only selling cookies but we are providing delivery to the customer. They just have to tell us their location and we will bring them the cookies. It is to ensure that our customers are fully satisfied, not only to our cookies but also to the services that we can provide. We want our customers will always remember our product and whenever they want cookies they will thought of our uniqueness of our cookies.

We also focusing on our packaging. The packaging that we had chosen for our product are easy to carry with the zip locked for the convenient of our customer. Plus, the packaging of our product are designed aligned and suitable with the latest market as it is convenient. As a result, it surely can attract the customers to buy our product and promote to their friends and family.

Sweet Fantasy KK has a bright future in this business field since it is expected to produce larger profit due to the several factors. We will provide an excellent products so that can satisfy all the customers and create loyal customers where at the same time our company can gain profit and can expand the business in future. In the future we want to have our own premise to sell our cookies but selling online is still our priority.