

UNIVERSITI TEKNOLOGI MARA (UITM)
KOTA KINABALU CAMPUS

ENTREPRENEURIAL STUDIES
(ETR 300)

SIMPLY CHOCOLATE PARADISE CORNER

PREPARED BY :

EMELIA @ EMELY T. SIOWOU

2003627362

JANE JENNY JAMES

2003627387

TUAH BINTI JONARI

2003640352

NORFAEZAH BINTI SAILAN

2003640251

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SIMPLY CHOCOLATE PARADISE CORNER**CONTENTS**

TITLES	PAGES
Acknowledgement	5
1.0 Introduction	
2.0 Purposes	
3.0 SIMPLY CHOCOLATE PARADISE Vision, Mission and Objectives.	
4.0 Business Strategies	6 -19
5.0 Business background	
6.0 Partnerships background	
7.0 Partnership terms agreement	
8.0 Administration Plan	
8.1 Logo	
8.2 Organization chart	
8.3 Administration personnel	
8.4 Task and Responsibilities	
8.5 Schedule of remuneration	
8.6 Office equipment	
8.7 Office layout	
8.8 Administration budget	
8.9 worker Intensive Scheme	
10.15 Operation Hour	
10.17 Operation Overhead	
10.18 Operation Budget	

9.0 Marketing plan	31-67
9.1 Product Description	
9.2 Target market	
9.3 Market Size	
9.4 Competition	
9.5 Market Share	
9.6 Sales Forecast	
9.7 Marketing Strategies	
9.8 Marketing Budget	
10.0 Operation plan	68 – 97
10.1 Operation process of chocolate	
10.2 Operation process (Simply Chocolate Paradise Corner)	
10.3 Process Flow Chart	
10.4 Types Of Products	
10.5 List of the operation personnel	
10.6 Schedule of task and responsibilities	
10.7 Schedule of remuneration	
10.8 Capacity Planning	
10.9 Introduction of Material Requirement	
10.10 Material Requirement	
10.11 List of Machine and Equipment	
10.12 List of furniture	
10.13 Operation Layout Plan	
10.14 Simply Chocolate Paradise Corner Shop Layout Plan	
10.15 Location	
10.16 Operation Hour	
10.17 Operation Overhead	
10.18 Operation Budget	

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1.0 INTRODUCTION

Simply Chocolate Paradise Corner shop is owned by Bumiputera share partners that work together to develop this business. The shop is situated at the Palm Square floor Centre Point shopping complex Kota Kinabalu. This shop sells only Simply Chocolate brand product and provide services such as cake, sells drink and provide services to design decoration for any event. This company is a share partners company owned by Emelia Emely, Tijah, Jane Jenny, and Norfaezah. This shop will be open 1 January 2007.

Our brand product, Simply Chocolate, established in the year 1995, Simply Chocolate prides itself in being one of the very first specialty handmade chocolate in Kota Kinabalu, Sabah, Malaysia. Where it's Use the finest locals and imported ingredients, Simply Chocolate's chocolate are individually handmade to the confectioner's best recipes. It's comes with various centers, packed in conventional paper boxes, premium handmade boxes and Sabah's very own handicrafts like the Tudong Duang, Rinago and Wakid.

We plan this business because it is one of the best ways to attract many customers from all levels of age and gander especially for the chocolate's lover. Our business efforts to sale products based on chocolate of simply chocolate brand and provide some design decoration such as marriage, engagement, Valentine's Day and sale gifts that also based on chocolate of the Simply Chocolate's brand. This shop also provides cake based on chocolate for any events. Our shop has a different than the other shop that sale chocolate because this shop provides a corner to sale drink such as chocolate shake.

Other than that, our company tries to make all the customers satisfy about these products as well. The price of all the Simply Chocolate products and the size of the shop are suitable and encourage this company to choose this business. In this business, the risk that expected will appear are competition from many aspects like competition from the other shop that sale chocolate too.