



اَوْنِيُو تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP

(ENT300)

DIPLOMA IN BUSINESS STUDIES

FACULTY OF BUSINESS MANAGEMENT

BUSINESS PROPOSAL FOR CHOCO BLANCO CAFE

UNIVERSITY OF TECHNOLOGY MARA (UiTM)

SABAH

OCTOBER 2013

CHOCO BLANCO CAFE

**PREPARED FOR:
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(LECTURER OF ENT300)**

PREPARED BY:

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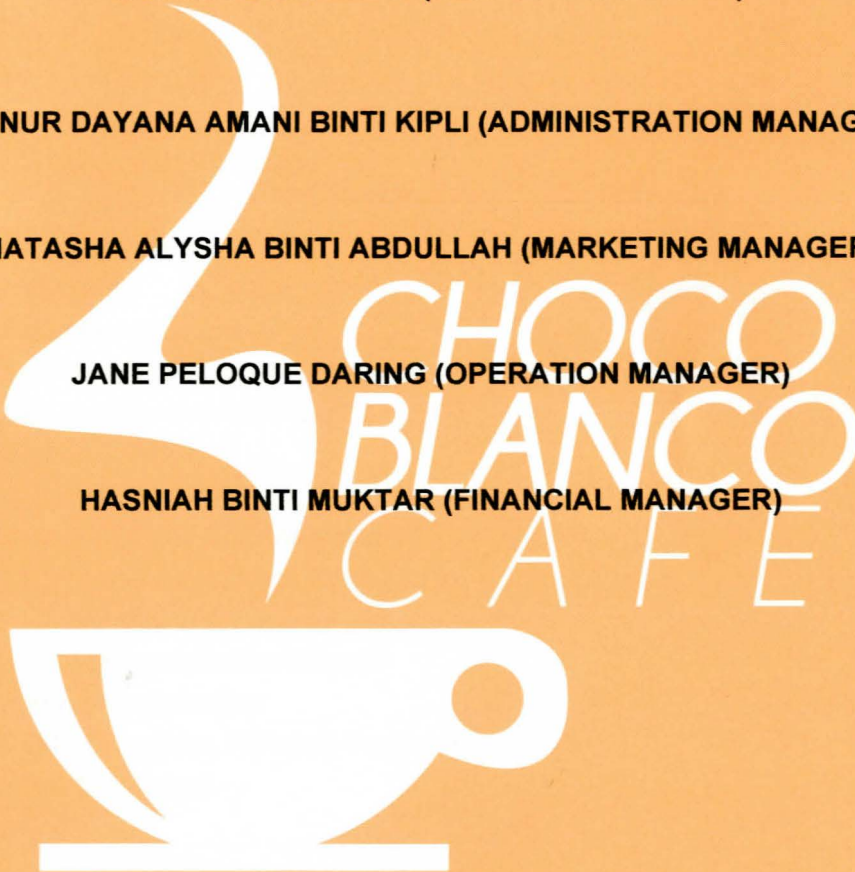


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SUBMISSION LETTER

CHOCO BLANCO CAFE
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MISS FARIDAH MOHD SHAH
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Kota Kinabalu, Sabah.

25th MARCH 2013

Miss,

SUBMISSION OF BUSINESS PLAN FOR ENT300

The above matter is referred.

2. On behalf of my business partner, I as the General Manager of *Choco Blanco Cafe* would like to submit our business plan proposal on the actual date as planned.
3. We had put a lot of efforts and continuous commitment to complete this business plan. We as a partnership member of *Choco Blanco Cafe* would like to send our gratitude and appreciation for all the helps and cooperation given while completing this business plan. We hope this would be a first step for us to become a successful entrepreneur and as well entering the business world in the future.
4. We are very looking forward that this business can turn into reality and we hope it gives informative information to those entrepreneurs, investors, bankers, suppliers, customers and employees who are interested in our business plan.

Thank you.

Yours sincerely,

(NORINA ALIAS)
GENERAL MANAGER
Choco Blanco Cafe

EXECUTIVE SUMMARY

We have started our own business as partners, and all of us decided and agreed to call our business as *Choco Blanco Café*. The idea of forming this business came from all of us. The main idea was we only want to focus and producing product based on white chocolate. But, all of us afraid that our business will not be able to compete with other existing product in the market. Then we decided to open a café that can produce a lot of food product based on our main ingredients that is white chocolate. This also will make our café different from the other existing café. Each of the partners is also acting as the head department with one person as the General Manager. We will run this business at Kk Times Square as it a new developed area and has gained the attention from the people from all across Kota Kinabalu, Sabah. We seized this opportunity because, it will surely add up the competition and choices for the people to make.

