



UNIVERSITI TEKNOLOGI MARA SABAH

KAMPUS KOTA KINABALU

FACULTY OF BUSINESS MANAGEMENT

BUSINESS PLAN

COURSE : FUNDAMENTAL OF ETREPRENEURSHIP
COURSE CODE : ENT 300
DATE : 12 APRIL 2010
COMPANY NAME : PUMPKIN CRUNCH ENTERPRISE

SEMESTER : Dec 2009-Mei 2010
PROGRAMME / CODE : Diploma in Business Studies / BM111 (BMD6C1)

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Prepared for : Madam Imelda Gisip (MEDEC Coordinator)

Date of

Submission: 19 April 2010

**SUBMISSION OF LETTER**

Pumpkin Crunch Enterprise
First floor, Block D,
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Kota Kinabalu, Sabah

HAKMILIK
KOTING BAHU
UNIVERSITI TEKNOLOGI MARA
SABAH

Mdm. Emelda Gisip,
MEDEC Coordinator,
Universiti Teknologi Mara,
Sabah Branch, Locked Bag 71,
88997 Kota Kinabalu, Sabah

Dear Madam,

The Submission of Business Plan Proposal For December 2009 – May 2010.

With reference to the matter above, on behalf of my group, I am Norhajar Atikah bt Mohd Sabri, the General Manager of Pumpkin Crunch Enterprise submits our business plan on the actual date as planned.

2. Our company name is Pumpkin Crunch Enterprise and the form of our business is partnership which consists of five partners. We are, Norhajar Atikah bt Mohd Sabri, Nor Shaziera Ahmad Shuhairi, Eldalena Samsudin, Emelia Emaran and Rusydi Rosli.

Yours sincerely,


.....

Norhajar Atikah bt Mohd Sabri,
General Manager.

SALINAN FOTO TIDAK DIBENARKAN



EXECUTIVE SUMMARY

Pumpkin Crunch Enterprise is a company that focuses on business retailing of pumpkin bars that operating their business in Warisan Square, which is situated at the heart of Kota Kinabalu, Sabah. The pumpkin bars is festive enough for the holidays and delicious enough for any occasion. Our company sells pumpkin bars ta all race and religion. Although our product is base on dessert, but we also care about our customer health such as we reduce the uses of sugar while we make this dessert. We also choose health and best ingredient to make this pumpkin bars.

The business has identified its target market as the people around of the town who is shopping and has another business. These are 3 major market segment within the target area : teenagers, families, and ordering service. The first group consists of about 800 teenagers from primary school, college, and universities.



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2.0 PURPOSE OF PREPARING BUSINESS PLAN

- a) This business plan is prepared by Pumpkin Crunch Sdn Bhd for the purpose of obtaining working capital loan from Maybank for the amount of RM50000.
- b) This business plan is prepared by Pumpkin Crunch Sdn. Bhd as a guideline for managing the proposed venture.
- c) Get the opportunities from in the market to assess the business venture objectively , critically and practically.
- d) To be able to distribute business resources more effective.