



**FACULTY OF HOTEL AND TOURISM
MANAGEMENT**

UNIVERSITI TEKNOLOGI MARA

ENT 300

Fundamentals of Entrepreneurship

MAMA COOKIES ENTERPRISE

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DECLARATION OF ORIGINAL WORK

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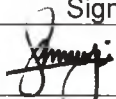
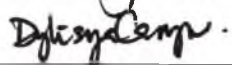

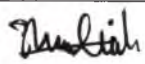
HM112- DIPLOMA IN FOOD SERVICE MANAGEMENT

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“DECLARATION OF ORIGINAL WORK”

We hereby declare that:

- This paper is the result of our group effort, work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and source of our information have been specially acknowledge

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At first stage we facing many difficulties to finishing this project but with his idea and guiding us finally we manage to complete the project. Special thank we give to our very supportive lecturer, En Razak b. Hj.Shariif for patiently taught us about entrepreneurship from start till the end. He teaches us until we understand what we supposed to do with this project work without complaining.

Last but not least, we had brainstorming and sharing lots of ideas in generating what product that we will be creating at the first place. But after all we manage to settle down and come with his project. Thus, this project will be finished before the day it needs to be submitted. Therefore, ENT 300 really taught us how to enter the business world and think like a business person.

EXECUTIVE SUMMARY

'Mama Cookies Enterprise' is the name of our company is created for people who love to eat healthy cookies. It also represents our company motto that is "Good, Delicious, and Healthy. We will make our customers especially who had diseases and cannot take sweet cookies can enjoy our cookies. In taking a first step into business we choose Seberang Perai Tengah as the location of our business activity because it is surrounding by various type or people from infant until baby boomers. In this area, there are public university and polytechnic such as UiTM Permatang Pauh and Polytechnic Seberang Prai. We choose here because student would prefer affordable prices since they do not have their own pocket money yet. Beside that, this location also surrounding by useful facilities and we can use in our business operation. The main product that we use in this cookie is Nestum and Oat together with chocolate chip and other garnishing. We already know that Oat and Nestum is for person who had a cholesterol disease. That is the reason we produce cookies special for them to have a bite even though they have to take care of their body.

'Mama Cookies Enterprise is managing by four qualified managers, Ismayanie Hidayu Bt. Ismail (General Manager), Dylisya Caryn Bt. Hazmy (Marketing Manager), Nurul Husna Bt. Muwaaz (Operational Manager), and Nor Shakinah Bt. Othman (Financial Manager). Our business commencement is on 1st January 2013.

Our industry profile is healthy cookies and everyone can have a bite. The reason we venture into food business is because we know that various organization are supporting new entrepreneur in this industry such as SME Corporation Malaysia. Other than that the raw material is available here in Malaysia and it easy for us to produce our product. We can ensure our target market that our products will satisfied their needs and wants because we deliver affordable cookies to eat anytime and anywhere they want to. We hope that our product will well know and had a topic of conversation to others.