



اَوْنِيُوْ تِيْنِيُوْ لُوْ كِيْنِيُوْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF APPLIED SCIENCE

DIPLOMA IN SCIENCE (AS120)

A4AS1205 22

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

BUSINESS NAME:

KOOKIE MOONIE HOUSE

PRODUCT NAME:

FRUITY TART

PREPARED FOR:

MADAM NUR HAZWANI BINTI ZOLKIFLY

PREPARED BY

NUR FATIN ATIQA H BINTI USRY_2017265554

SYAFIQAH AZWANI BINTI ROSMAN_2017441366

ZULIKA AMIRA BINTI KAMARUL HISHAM 2017879298

NUR SHAHIRAH NABILAH BINTI SELAMAT 2017295942

MUHAMMAD ARIFF HAIKAL BIN ABD RAHIM 2017655204

LETTER OF SUBMISSION

Diploma in Science (AS120)
Faculty of Applied Science
Universiti Teknologi MARA Perak
Tapah Campus
35400 Tapah Road
Perak

27th August 2019

Puan
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Perak
32610 Seri Iskandar
Perak

Madam,

Submission of the Business Plan (ENT 300)

Attached is the business plan title “**KOOKIE MOONIE HOUSE – FOOD**” to fulfill the requirements as needed as university requirements.

Below is the list of the group members that involved in completing this business plan:

NUR FATIN ATIQA BINTI USRY 2017265554
SYAFIQA AZWANI BINTI ROSMAN 2017441366
ZULIKA AMIRA BINTI KAMARUL HISHAM 2017879298
NUR SHAHIRAH NABILAH BINTI SELAMAT 2017295942
MUHAMMAD ARIFF HAIKAL BIN ABD RAHIM 2017655204

Thank you,

Yours sincerely

.....
Kookie Moonie House
General Manager

ACKNOWLEDGEMENT

Alhamdulillah, we are most grateful to Allah S.W.T for the completion of this Business Plan as one of the requirements that need to be accomplished in the course work assessment for the code of ENT300.

All of our group members were accepting this as a challenge to ourselves because it developed our passion and ability in creating new ideas on business field. For the prospect of business, we were taking an advantages on developing this business plan to practice our ability and interests in different way instead of thinking and memorizing theory and facts inside the classes. In addition, this business plan helps us on encourage our efforts on becoming an educative and succeed in business field.

Special thanks to our parents for giving us the financial support in completing this business plan. The business plan has been prepared with the cooperation and support of many people. In addition, not to be forgotten to our dedicated lectures Madam Nor Hazwani Binti Zolkify for her kindness in helping us during the process of completion this work project. They have provided us with good services by giving us useful information on business plan development. We are not able to complete all of this things without this great people.

We have met so many people on interviewing about this ideas and services as well as expanding our internal skills to deal with people who are working in industries. We manage to become more organized and mature in dealing with problems that occurred during our research. As a results, we have produced our own business plan which covers organization, marketing, operation, financial and other information needed by an entrepreneur as guideline to start a new business.

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EXECUTIVE SUMMARY

Kookie Moonie House is a company that based on the partnership business that consist of five members that have their own position which are General Manager, Administration Manager, Operation Manager, Marketing Manager and Financial Manager. This business have RM 35,000 as the modal and each members in this company contribute RM7,000.

This company have their own branding name which is Fruity Tart and produce delicious tarts that suits with Malaysian taste bud from all ages. This company is located at the No 25, Blok 11/3A Jalan Persiaran Kampar Jaya 54400 Perak.

Kookie Moonie House are producing tart that originally from local fruits that are been innovated by this company that their unique and significant taste and also have signature recipe with all ages sense of taste. All the ingredients to produce this delicious tarts are only from the most quality ingredient. That makes this company's tart are different with other existing tarts in Malaysia.

For this company, they only have five menus and to make it more special this company come out with most popular menus that typically Malaysian will like which are Durian, Rambutan and Mango.