



**FACULTY OF HOTEL AND TOURISM MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
PULAU PINANG**

**FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT 300)**

DÉLICEUX HOMEMADE BREAD

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Acknowledgement

Firstly of all I would like to thanks to Allah SW.T because of His blessing, our job for ENT 300 or Fundamental Of Entrepreneurship assignment became smoothly and successful finished with have not any big problems. This report is about our knowledge on how we start to create our own business with our own effort, how we manage the business from the started until the end of the business and we learn about how to be alert to manage a successful business and also to compete with other businessman.

Next, we want to say a lot of thanks to those who involve spending their time and contributed their ides to help us while doing this report. We're really appreciated it. A big appreciation goes to our beloved lecturer, Madam Farhana. A lot of thanks to her because of her advices, then she willing to share with us the information for the ENT 300 report and she always guiding us along we do this job and the report.

Lastly, we would like to say thanks to our classmates and to our family because all of them involve giving advices and giving strong supporting to us and also because of their praying, our job finished successful. We also want to take this opportunity to apologize if we had make mistake during this operation from the started until now. All the mistake came from us and all the kindness always come from Allah S.W.T

CHAPTER 1: INTRODUCTION

1.1 Introductions To The Business



Picture 1 : Logo of business

a) **Name of business** : Délucieux Homemade Bread

b) **Business activities** : Homemade bread

c) **Target customer** :

- Based on age of Bandar Perda, and specific market segment in our distribution place in Bandar Perda.

- Potential buyers :

20 % x (children) 43 782 = 87 564 person.

40 % x (teenager) 103 485 = 41 394 person.

25% x (adult) 143 287 = 35 821.75 person.

15 % x (senior) 71 644 = 10 746.60 person.

- Market segment : School, Petronas, café and individual

d) **Location of business:**

Délucieux Home Made Bread

No. G – 18, G-19, De Rendezvous,

Jalan Perda Selatan,

Bandar Perda,
14000 Bukit Mertajam,
Penang.

e) **Business started** : 1 July 2012

1.2 Position In Business

Those are the persons who are mostly involve in our business and also their position in the business operation:

a) General Manager

NURUL IZZATI BINTI ABDUL MUTALIB

b) Operational Manager

PUTERI FARIHA AWATIF BINTI MOHD FOUZLI

c) Marketing Manager

ZAINAB BINTI BAUDIN

d) Financial Manager

NUR AMALINA BINTI ROSAIDI