



**FUNDAMENTALS OF ENTREPRENEURSHIP**  
**( ENT 300)**

**THE DONUT DIVAS**



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**SUBMISSION LETTER**

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1<sup>st</sup> January 2012

Sir,

**RE: SUBMISSION OF BUSINESS PLAN**

Attached is the project paper titled “**Entrepreneurship (ENT300)**” To fulfill the partial requirement of the Diploma of Business Study by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours faithfully,



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General Manager The Donut Divas

Date :31<sup>st</sup> January 2012

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## **EXECUTIVE SUMMARY**

There are criteria and condition that have to be fulfilled which require that involvement of effort and precision of producing our goods. Awareness of high quality foods is on the rise. Doughnut is the combination of nutritious ingredients because of the flavor, convenience, and luxury. Today's consumer has less time to make a wholesome, handmade, but increasingly appreciates the nutritional benefits it provides.

The Donut Divas will produce and sell high quality, handmade doughnut to the residents of Mukah area. The company will focus on fresh baked doughnut with high quality ingredients. The doughnut will be baked and sold at a storefront facility using a 4 deck, steam injected pastries oven and will be displayed in hygiene doughnut display cupboard.

The Donut Divas main competition includes supermarket, health food store, and pastry shops around Mukah area. Its advantages lie in the high quality of our products due to specialization and artisan manufacturing. The main marketing focusing will be an eye catching sign and the scent of fresh doughnut.

Moreover, doughnut or breads have many benefits compared to other carbohydrates-based foods. For instance, doughnut packaging is mobility and easy to serve. Without worrying about having a perfect cuts or shape, consumers can simply serve the doughnut and make another dish from the doughnut.

The donut Divas is promising that our company will give consumer a big smile after walk out from our shop because we have given what they want and what they need plus the taste of our delicious special product.

The company consists of four managers that will share their expertise and experiences. The reasons why our company name's The Donut Divas because we are taken the meaning of

## 1.0 INTRODUCTION

A business plan is a formal statement of a set of business goals, the reasons why they are believed attainable, and the plan for reaching those goals. It may also contain background information about the organization or team attempting to reach those goals.

Business plans may also target changes in perception and branding by the customer, client, taxpayer, or larger community. When the existing business is to assume a major change or when planning a new venture, a 3 to 5 year business plan is required, since investors will look for their annual return in that timeframe.

Business plans are “road map” for business creation. It’s means “you identify your origin, select a destination, and plot the shortest distance between the two points”. In other word a business plan also known as a detailed blueprint for activities needed to establish a business for example details of product or service. Besides that, business plans also the “Yardstick” by which a business owner measures success in meeting stated goals and objectives. Last but not least business plan is a tool for obtaining a loan from lending agency, or for attracting venture capital.

We decided to name our company as THE DONUT DIVAS which is form in partnership. Our business plan is focus on producing and selling the doughnut. We are taken the meaning of the diva words itself which bringing us the good meaning like, diva is "a usually glamorous and successful female performer or personality." The origin of the word comes from an Italian derivation meaning "goddess." So, it is what it takes to be glamorous and successful in our business.