



اُونِيُوَرَسِيْتِي تِي كُونُوَلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENUERSHIPS (ENT 300)

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

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ACKNOWLEDGEMENT

First of all, Alhamdulillah, praise to Allah SWT for giving us opportunity and strength to finally complete our business proposal for ENT 300 subject.

We are thankful to people that involve and help us directly or indirectly in completing this project. We also have gain a lot a new experience and knowledge in preparing this business plan.

Secondly, we would like to thank to our beloved lecturer, Mr Johari bin Abdullah for giving us moral support and guidance in preparing this business plan. Without his guidance we might not be able to complete this business plan with success. .

Thirdly, we would like to thank to our family for being very supportive as they help in contribute ideas to us and contribute some money that we required to complete this project. We also would like to thank our classmates from AM1104B for being thoughtful and willingly to share ideas among us which lead us to a better friendship.

Last but not least, we would like to thank to our group members which are Nur Syafiqa Binti Suhandi, Nur Aidili Fadzillah Binti Abdillah, Nur Amalina Azyan Binti Jamaldin, Nurul Hasikin Binti Jamri and Dewi Farima Binti Jaafar for being so cooperate and tolerant in order to complete this project business plan. Thank you.

EXECUTIVE SUMMARY

Our business name is Dolce Amore. Our business has been decided to be in the form of partnership, which consists of 5 members. Each partner that involve in this business had agreed to contribute RM 10,000 each to this business. We agreed that Nur Syafiqah Binti Suhandi as our General Manager, Nur Aidili Fadzillah Binti Abdillah as the Marketing Manager, Nur Amalina Azyan Binti Jamaldin as the Operation Manager, Nurul Hasikin Binti Jamri as Administration Manager and Dewi Farima Binti Jaafar as the Financial Manager. The selection of Manager is based on their experience, skills and ability.

Our main business activity, is selling and produce ice cream. The Dolce Amore is located at G3940, ground floor, ST3 Shopping Mall, Jalan Simpang Tiga, Kuching. We choose this location because it is situated in the center area of people passage from every place in Kuching and it is surrounded by residential areas, universities and colleges, schools, private and government offices, banks, shops lot and most important it is also located just opposite of most visited and most busiest mall from day to late night in Kuching which is The Spring Mall.

The management team will be led by the General Manager and the other manager will help to assist. Since our business do not hired other workers therefore our managers are doing multi-tasks work in this business. The General Manager is responsible in controlling, leading, organizing as well as plan the entire business and she will also be responsible for the quality control of the product. The Administrative Manager is responsible for all jobs that is related to office administration and she will also be responsible to be the cashier. The Marketing Manager is responsible in preparing the marketing plan, which includes identifying the target market, determining the market size, identifying the competitors, determining the market share, developing sales forecast and marketing strategies and she will also responsible to be the ice cream maker in our business.

The operation of our business is controlled and monitored by the Operation Manager and she will also responsible to be the ice cream maker. Finally, the Financial Manager will handle financial matters such as preparing budgets and financial statement for the expenses of each department and she will also be responsible to be the cashier. All the financial statement need to be taken care properly.



1.0 INTRODUCTION

Name of the company	Dolce Amore
Nature of business	Food Industry
Industry profile	Small medium enterprise
Location of business	G3940, ground floor, ST3 Shopping Mall, Jalan Simpang Tiga, Kuching.
Date of business commencement	1 st January 2016

Our company name is Dolce Amore. Whereby our company are selling variety types of ice-creams flavour to the customer. All persons that involves in this business have same interest which is want to produce and sell the product to the customer and fulfil the satisfaction of customer. Besides, ice-cream are also the most wanted dessert.

Industry profile: Our business is owned actively by partnership, incorporated as an Dolce Amore. As a small startup company, we recognize the limitation of attempting to manufacture our products in a small premise. So that, our companies can more concentrate on making the products, as well as give good services to produce our products based on our customer demand.

Location of the business: Our business is locates at ST3 shopping mall at Jalan Simpang Tiga. We choose this location because it is situated in the center area of people passage from every place in Kuching and it is surrounded by residential areas, Swinburne University, Federal government offices, Post Offices, KWSP, hotels, and banks all within walking distance.