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UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ART AND DESIGN

DIPLOMA IN FASHION DESIGN (AD116)

AD1164A

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

Individual Report- Business Plan (BP)

NAME OF COMPANY: DSS ENTERPRISE

(Diamond Sugar Stick)

PREPARED FOR:

PN NOR MARINI MOHTAR

PREPARED BY:

NURUL SYIFAA BINTI ABD RAZAK	2018229572
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EXECUTIVE SUMMARY

The Diamond Sugar Stick (DSS) Enterprise product is a company that sells goods and healthy style of sugar that is trendy. This product may driven by social trends , such as diet people or who are focusing more to no sugar or less sugar in their daily routine. This product contains controlled quantity of sugar to maintain the use of sugar.

DSS Enterprise (Diamond Sugar Stick) is a private sector company that built since 2018. This company is prioritize the concept of (HALAL). This company have their own concept of the product which is, they played with the concept of healthiness of the sugar. The sugar stick is based on sugarcane sugar which is the sugarcane will process until it become a sugar. It means, this product produce the sugar from nature and do not have any preservatives. DSS Enterprise have own premise and it based in Johor Bahru, Johor. The premise is a double-storey shop lot which is, the ground floor is only for the receptionist, office room, meeting room, QC office, and store. For the second floor, have the machineries department which is the area for the processes of the product (production area), while the other room is the laboratory for product testing (test lab room). These two rooms are in separate room to make sure they are keep in their clean hygiene. Especially for the lab.

Next, the manager (CEO) who built this company is a lady boss who is helped by her workers like the, QC, officer and workers. All of these positions are the workers who helped to make this company becomes successful and powerful. The workers are assigned to make sure the product will be produce in a safe, healthy and good conditions. The sugar stick's ingredients are from sugarcane sugar which is the product doesn't use the preservatives sugar that brings harm to the customers who loves sweet things. The sugarcane sugar supplier is based in Penang. The company orders a large amount and quantity of the sugarcane sugar that has been processed by the food technologists and nutritionists in making the good-end product. This product brings benefits that useful for those who are concern about their healthiness but still want to put a little sweets in their lifestyle. Usually, teenagers and adults will have this kind of products. Few benefits that the company have are, healthiness of the sugar, prevent from getting diabetes, used a natural ingredients only. The most important thing is, the company must take serious about the product that must have to guarantee its food safety, quality and hygiene regarding to the Ministry of Health Malaysia (KKM). In this part, this company have the potential in the business to run over successfully.

1.0 BUSINESS DESCRIPTIONS

- a) Name of organization: Diamond Sugar Stick Enterprise
- b) Factors in selecting the proposed business:
 - Focusing out helping out people to get a healthy lifestyle
 - Sugar is obviously not a good one for health so this company make one product that helps prevent high risk of diabetes.

1.1 Organization Background

- a) Name of the Organization : Diamond Sugar Stick Enterprise
- b) Business Address : Blok 22, jalan megah 12, 14/6 ,81000, kulai,johor
- c) Website/e-mail address :
 - Website : www.DiamondSugarStickent.Com
 - Email : DiamondSS@gmail.com
- d) Telephone Number: 017-7678954
- e) Main Activities: selling a healthy product that helps prevent diabetes
- f) Date of Commencement: December 2018
- g) Date of Registration: November 2018
- h) Name of Bank : Maybank
- i) Bank Account Number : 70658344536

1.2 Organization Logo/ Motto

Logo description, Organization Mission and Vision

Logo/Motto
 The logo for 'Diamond sugar stick' is centered within a light purple rectangular box. It features a large, multi-faceted diamond shape. The left half of the diamond is a solid light purple, while the right half is composed of several vertical, colorful stripes (yellow, orange, red, pink, blue, green) that resemble a lollipop or a sugar stick. The word 'Diamond' is written in a black, serif font across the middle of the diamond, and 'sugar stick' is written in a smaller, black, cursive font below it. The entire background of the box is a light purple with a subtle, sparkling texture.
Mission
To create & promote great-tasting, healthy beverages

Vision
To be a well-known company with beneficial healthy beverages (F&B) towards various ages of consumers

2.0 OWNER DESCRIPTIONS



(General Manager of Diamond Sugar Stick Ent.)

Name of Owner/Partners	Nurul Syifaa Binti Abd Razak
Identity Card Numbers	890111-01-0342
Permanent Address	7123,jln sri putri, 14/10 tmn putra, 81000,kulai,johor
Correspondence Address	Blok 22, jalan megah 12, 14/6 ,81000, kulai,johor
E- Mail	DiamondSS@gmail.com
Telephone Number/Fax Number	017-7678954 / 03-6654567
Date of Birth	11/01/1989
Marital Status	Single
Academic Qualification	Taylor's Master of Business Administrations (MBA)
Course Attended	Business administration
Skills	Critical thinking, communication, flexibility
Experiences	5 years experiences in F&B company
Present Occupation	Entrepreneur
Previous Business Experience	Online business