



UNIVERSITI TEKNOLOGI MARA SARAWAK

FUNDAMENTALS OF ENTREPRENEURSHIP

(ENT300)

## **CENDOL KAW KAW**

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DIPLOMA IN BUSINESS STUDIES

Diploma In Business Management  
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Kuching, Sarawak.

29<sup>th</sup> September 2015

Miss,

Submission of Business Plan Proposal (ENT 300) referring to the course stated above, we would like to submit the proposal of our project paper for our ENT 300 course.

This business plan was completed according to the guidelines and requirements given according to our course syllabus. The business plan also constitutes to serve as a blueprint and guide for a proposed business venture which covers an administration, marketing, operation, and financial aspects.

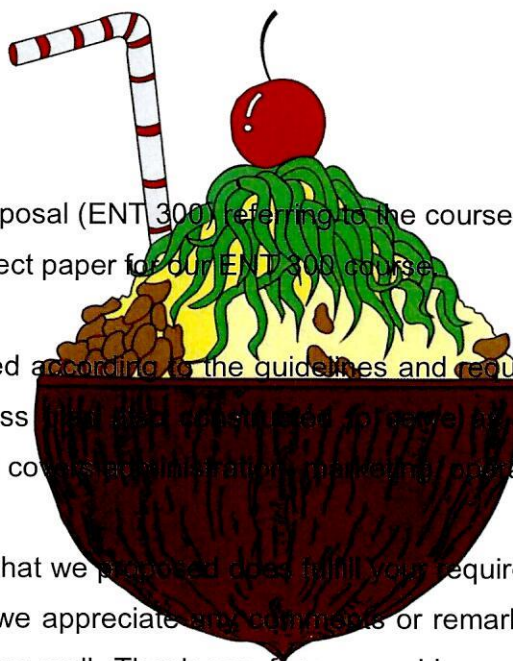
We hope that this business plan that we proposed does fulfill your requirement. Any mistakes or lack in any area falls fully on us and we appreciate any comments or remarks on our project in order to help us improve it and ourselves as well. Thank you for your guidance and time to go through our business plan and analysing it. With all our efforts we hope that you will approve this business plan that we produced. Finally, with the cooperation that arise among us can entrance a good collaboration.

Yours Sincerely,

(NURZAFIRAH BINTI ROSLAN)

General Manager,  
Cendol Kaw Kaw.

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# ACKNOWLEDGEMENT

For nowadays, to enter new areas of perspective after graduate, is important phase to be aware and learn. For the prospect of business, this project plan of business is hopefully can be as one way for us, to practice our ability and interest in other way, to be a guideline to encourage our effort for becoming an educative business people.

This business plan can be effectively used for those who likes to create a new business or to the new entrepreneur.

For sure we cannot deny the risks that we had faced and many obstacles and problem in order to finish up this project. However, from tolerance and responsibility by each members with high effort and plus advises and encouragement from many parties especially our lecturer Miss Philomina Francis, here now we present this project with success and well completed. Furthermore, we really appreciate the help from our family and colleagues.

Lastly, we hope that this business plan proposal will be a valuable meaning as a guide to those who wants to know how the business is working in clearly, correctly, and effectively manner of establishment and business management.

Thank You.



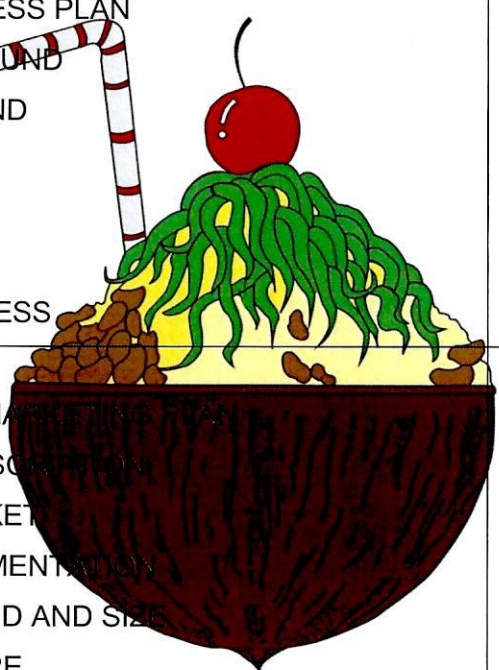
# Kaw Kaw



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Cendol!



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## 1.0 INTRODUCTION

### 1.1 Name of The Business

The name of our business is Cendol Kaw Kaw. We have chosen this business because Malaysian mostly prefer cold dessert due to the climate changes in this region. Cendol Kaw Kaw provide variety of Cendol flavors, choices of fillings such as "Pulut" and any type of fruits along with the Cendol itself. The taste of course, will attract a lot of customers to come over and over again for our services.

Cendol

### 1.2 Nature of Business

Cendol Kaw Kaw is established to provide food services in term of Cendol with variety of flavors. As entrepreneurs, we decided to open this business due to the most less competitors in the cold desserts and Cendol industries. The main priorities are to be No. 1 customers' choice of Cendol restaurant in Kuching, Sarawak and to provide the best quality of Cendol in Kuching, Sarawak. Our location is at Jalan Haji Taha, Satok, Petra Jaya Kuching, Sarawak.

There are some reasons why we have chosen this location.

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