



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

DUMPLING CASSU

FACULTY OF ACCOUNTANCY

AC110 (6C)

PREPARED TO:

MISS PHILOMINA FRANCIS

PREPARED BY:

NURUL AIN BINTI RAJALI	2012708605
NURASILA BINTI NORMAN	2012953955
NUR AQILAH BINTI TIMBANG	2012625884
AZIRA NABILA BINTI ABD KARIM	2012264956
RIDZWAN BIN NGATAMAN	2012553415
ZUL AMIRA BINTI ABDULLAH	2012386815

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Diploma in Accountancy,
MARA University of Technology,
Sarawak Branch, Kota Samarahan Campus 1,
94300 Kota Samarahan,
Sarawak

Miss Philomona Francis,
Lecturer of ENT 300,
MARA University of Technology,
Samarahan Campus, 94300 Kota Samarahan,
Sarawak

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Miss,

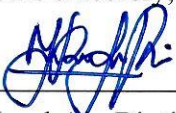
Submission of Business Plan Proposal (ENT 300)

Referring to the subject stated above, we would like to submit the proposal of our project paper for our ENT 300 subject.

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

We hope that this business plan that we proposed does fulfil 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 arises among us can enhance a good collaboration.

Yours sincerely,



(Nurul Ain Binti Rajali)

Managing Director,

1.0 EXECUTIVE SUMMARY

Dumpling Cassu is a start-up business that operated in Kuching Sarawak. It is one of the business that being managed by bumiputera. The name of this business is come out from the imagination by the partnership members. It shows that how we positioning our products in customer's mind until they can remember our business name, simple and easy to pronounce.

As for the business, we are providing a special, delicious dumpling and also beverages for the customers. As we go thru with the changes of environment, people nowadays like to put on simple dishes on their own daily meals. So, our surveying we conclude that we are going to provide the simple, special dumpling but yet the taste was delicious, that are well in high product's quality.

We are starting the business with total capital of RM 38,486 which is general manager contribute RM 10,986 and other manager by RM 5,500 each. We have six workers that is general manager, administration manager, marketing manager, operational manager, financial manager and one from the marketing department.

Our target market of customer's characteristic is come from family, bumiputera, and tourist from all over the world.

Business plan is necessary to all entrepreneurs. It is prepared to a group of people which are owner itself, bankers, suppliers, customers and employees. This plan include in business plan chapter which is consists of marketing, operation, organization and financial plan.

We are believed that we will be able to achieve our business goal with our business financial position statement. We will get our return modal within short time and put or business in comfort stage with the highest.

1.2 NATURE OF BUSINESS

- The nature of the business is to provide food and beverages especially Dumpling. We are producing, supplying and selling a variety of dumpling. All of the dumpling and drinks serve are originally made by us.
- This Dumpling Cassu provide place to hang out and relax made for customer.
- We agreed to choose partnership as nature of the business because :
 - Each partner can contribute any positive ideas and criticize which lead to good performance and development of the business. Besides that, we can share the profit and loss according to the percentage of capital contributed. Each partner can contribute capital and non-fixed assets to the business.