



اَوْنُوْرَسِيْتِي تِي كُونُوْمِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

MARA UNIVERSITY OF TECHNOLOGY

SAMARAHAN CAMPUS SARAWAK

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

DIPLOMA IN BANKING (BM112)

*MAGIA de AMORE*

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SUBMISSION DATE : 1<sup>ST</sup> APRIL 2011

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## **LETTER OF SUBMISSION**

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14<sup>th</sup> March 2011

Miss,

## **SUBMISSION OF ENTREPRENEURSHIP BUSINESS PLAN**

I would like to address the above matter.

2. I, Albert Dickson, the General Manager of Magia de Amore on behalf of my group would like to submit our business plan on the stated date as agreed at the beginning of this year.
3. Listed below are the names of people who have involved directly in completing this business plan.

## **INTRODUCTION**

### **Name of The Company**

Magia de Amore is the name of our dessert shop. It is translated from the Italian words, which gives the meaning 'Magic of Love'. Dessert has and always will be connected with love. Humans celebrate almost anything with dessert. Some of the examples are birthday party, wedding anniversary and valentine day. One thing in common is that, all of these occasions are celebrated because of love. Love for someone, love for family or love that we want to share with our relatives and friends. The reason why we had chosen Magia de Amore to be the name of our dessert shop is because of the uniqueness of these occasions which makes it memorable.

### **Nature of Business**

Magia de Amore sells gourmet dessert such as cakes, ice-creams, puddings and fruits. What differ us from our competitors is the menu that we are going to offer to our customer. Since the dessert menu all around the world is almost the same, what we will do is to improvise the existing menu and offering what the competitors have yet to offer. Besides, the presentation of the dessert is also one of a kind. We will put the dessert on a nice piece of ceramic plate, glass bowl or crystal cup; unlike our competitors who served dessert to consumer mostly using plastics plate, cup or bowl. Moreover, consumer can choose their own topping in order to make their desire dessert comes true (only applicable for Ice-cream). In addition, we will also serve a wide variety of beverages such as juices, hot and cold drinks as well as carbonated drinks.

### **Industry Profile**

In Kuching, there are several competitors that sell dessert. To name a few are Secret Recipe, Starbucks and Big Apple. Since, there are not too many competition in the market, we are quite sure that we can penetrate this market by offering a wider variety of desserts.

## CONCLUSION

To conclude everything, we should open up the business as we gain profit for three of the forecasted years. Magia de Amore net profit margin shows an escalating pattern which is favorable by any businesses. Our debt to equity and debt to asset shows a decreasing pattern which indicates that we gain more capital and we are less dependent on debts to operate. Therefore, it is wise for us to open up a dessert shop after taking into consideration all of the pros and cons.