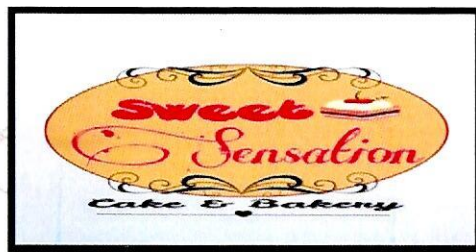




اوتبور سني تيكيو لوكي مبارا  
UNIVERSITI  
TEKNOLOGI  
MARA



***Sweet Sensation***

By:

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CLASS: AC1105C

This assignment is submitted as a partial fulfilment for the requirement of  
**ENT300**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

For

Miss Chang Yin Cheng

Faculty of Business Management

UiTM Samarahan, Sarawak.

Date of submission: 29<sup>th</sup> September 2015



## COVER LETTER

Fundamentals of Entrepreneurship (ENT300 Students),  
Diploma in Accountancy,  
Faculty of Accountancy,  
Universiti Teknologi MARA,  
Samarahan Campus,  
Jalan Meranek,  
94300 Kota Samarahan, Sarawak.

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Miss Chang Yin Cheng (ENT300 Lecturer),  
Universiti Teknologi MARA,  
Samarahan Campus,  
Jalan Meranek,  
94300 Kota Samarahan, Sarawak.

Dear Miss,

## SUBMISSION OF BUSINESS PROPOSAL

Referring to the matter above, as partial requirement of the Fundamentals of Entrepreneurship (ENT300) subject, we obligated to submit a business plan project to you.

2. For this purpose, we have decided to take the cake & bakery service through our company Sweet Sensation. We chose this type of business since there is plenty odd business opportunities and potentials in this industry in the area of Samarahan and residence area. Besides that, these areas are a populated and commercialised area with a good geographical location is a bonus point to our company.







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## EXECUTIVE SUMMARY

Sweet Sensation is a new company that will be operating in Malaysia. The name of this company comes out from the imagination by the partnerships members. It shows that how we position our products in customer's mind until they can remember our company's name because it is simple and easy to pronounce.

Sweet Sensation is a company which focuses on food production in Malaysia. We are providing special, delicious cakes for the Malaysian. Differences in size and shape make our cake looks interesting and suitable for any occasion. Moreover the simple steps and ingredients give a lot benefits to our company and we are highly confident that our market can be easily develop and spread in Malaysia.

Sweet Sensation is located near Samarahan with address: Sweet Sensation, Desa Ilmu Commercial Centre, 94300 Kota Samarahan, Sarawak, Malaysia. Our market targets of customers' characteristics come from all income level, and for all of the customers' level of ages.

This business is based on partnership where it consists of five members who hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM57, 843 where the total contribution from general manager is RM6, 643 whereas from the other members is RM6, 300 and another RM26, 000 is from the Bank Islam's loan.

Sweet Sensation's main competition includes an Asma Cake House, Mira Cake House, and Taka Cake House. Its advantage lies in the high quality of its products due to specialization and artisan



## INTRODUCTION

### NAME OF COMPANY

The name of our company is "Sweet Sensation". Sweet indicates' the taste of our products that pleasant to the mind or feelings. Whereas, sensation brings the meaning of a mental feeling, especially a state of excited feeling or interest caused among a number of persons or throughout a community as by some rumour or occurrence.

The purposes of the two words that have a relationship with each other inspire us to combine two words into one name which is "Sweet Sensation". In others word, Sweet Sensation means a sweet food served for a people who have a fondness or craving for sweets.

### NATURE OF BUSINESS

Sweet Sensation was established by five partnership members that cooperated together. The idea come when one of the partnership members suggested that cakes can get awesome respond from customers that come from all of level of ages. Sweet Sensation is providing variety of cakes. Our main materials are cheese and chocolate. The materials used to make this product are suitable for every types of customer's taste. Our motive on why we chose this business is because nowadays, most people do not have enough time to prepare for an event or celebration. Sweet Sensation will provide people with high quality cakes for the occasion anytime they need. These products are very simple, easy and will meet customer needs with a very reasonable price.