



اَوْنَبُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْ كِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

DESSERT 3 DARA & 1 BUJANG

(FRUIT DESSERT)

PREPARED BY

FACULTY & PROGRAMME : FACULTY BUSINESS MANAGEMENT (BM119)

SEMESTER : 5

PROJECT TITLE : BUSINESS PLAN

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PREPARED FOR

PUAN SITI FARAH BINTI LAJIM

SUBMISSION DATE

11 JUNE 2018

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1.1. SUBMISSION LETTERS.

Dessert 3Dara & 1Bujang,
Lot LG - 008 Lower Ground Floor,
Vivacity Megamall Jalan Wan Alwi,
93350 Kuching,
Sarawak.

Madam Siti Farah Binti Lajim
Lecturer of Fundamental of Entrepreneurship (ENT300)
UiTM Kampus Mukah,
Sarawak.

11 JUNE 2018

Dear Madam,

SUBMISSION OF ENTREPRENEURSHIP BUSINESS PLAN REPORT.

As the company representative, we hereby present to you our proposed business plan for our Fundamental of Entrepreneurship (ENT300) final year project. We have agreed to come up with Dessert 3Dara 1Bujang as the name of our company. For your information, our business will operate under dessert and beverages industry.

1.3 INTRODUCTION OF BUSINESS PLAN.

The business plan of Dessert 3Dara 1Bujang is proposed so that it can be taken by the comprehensive manner. Business plan sets out how the owner and the managers of a business intend to realize the objectives. Besides that, it enables management to structure the way and set out the stages to achieve the business objectives. This business opportunity is to access in business industry in future.

All partner in Dessert 3Dara 1Bujang had decide in form of partnership business, which we spend our interest to our own product and beverages industry. The business is in form of enterprise which consist four shareholders which is Ana Ariessa Anak Tali, Christina Anak Doris, Mac Healthies Anak Philip and Rozie Anak Napis. Dessert 3Dara & 1Bujang had provided many types of fresh fruit that we make it into a dessert.

The business had been agreed by partners in the business. All the shareholders had agreed as stated in the agreement letter that mention about the capital, contribution, loss and profit of the business. We choose this kind of business because it shows the equality and no one will discriminated the profit or possess are equal divided as stated ratio and the financial manager will be announce whether the business will gain and how much the profit and loss at the end of the year. Besides, it will proof on our financial.

Furthermore, the partnership is an excellent option for us to take part because the shareholders will always give an idea and the knowledge that they have in order to gain more profit and to achieved the high productive from time to time.

1.4 INTRODUCTION TO THE BUSINESS

i.	Name of business	Dessert 3Dara 1Bujang
ii.	Nature of business	Partnership
iii.	Industry profile	Dessert and Beverages
iv.	Business location	Medan Mall Mukah, Setia Raja Boulevard, Bandar Baru Mukah, 96400 Mukah, Sarawak
v.	Date of commencement	1 January 2019

Factors in selecting the proposed business:

a) Easy of formation

-The process of formation and its maintenance in the business is significantly simplified as our business is categorized as Partnership and we choose to open a business in terms of dessert. Which means that, this business will offer greater liability protection?

b) Low competitors to compete

-At the place where our business is located, these type of business still have low competitor even though the product we produced is the same like others but we provide a very special product which consist of we provide additional flavors and give the affordable price of our product to our new customers.