



اَوْنِبُوْرَسِيْتِي تِي كِنُوْلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP

ENT 300

DIPLOMA IN BANKING STUDIES

SIDIK AHH DESSERT BY DE' RUIN

PREPARED BY :

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Class: BA1195B

Lecturer's Name: Sir Hj. Ahmad Faisal bin Hj. Mahdi

SUBMISSION LETTER

Sidik Ahh Dessert by De' Ruin

No. 36, Taman Jason,

Jalan Tun Hussein Onn,

97000, Bintulu, Sarawak.

Sir Hj. Ahmad Faisal bin Hj. Mahdi

ENT300 Lecturer,

Universiti Teknologi MARA Sarawak,

Kampus Mukah.

29th November 2019

Sir,

SUBMISSION OF BUSINESS PROPOSAL

Adherence with pre-requisite for the complete of the course of Fundamentals of Entrepreneur (ENT300), we proudly submit to you the complete and final business plan for our group, Sidik Ahh Dessert on this date which had been agreed before.

2. We would like to thank your kindness and generosity in guiding, teaching and lead us to complete this proposal all this while. Without your advice, we certainly not be able to come out with such determined and dedicative proposal.
3. We will keep the knowledge, skill and information that we have gathered for our good in the future undertaking. We want to thank you again and if there any problem to this proposal, please let us know.
4. The business covers all aspects of starting the business administration. marketing, operation and financial status of company besides the objective of business that we have ventured into and to convince financial institution for financial help.

Thank you,

Sincerely,



(Nur Farhana Izzati Ahmad Shahlan)

General Manager

Introduction

Our company's name is Sidik Ahh Dessert by De Ruin. We use 'Sidik Ahh' because the dessert that we made is delicious. We serve dessert that is originally from Thailand. It is a type of dessert that customer craving for. Besides, we operate our business using a food carts to deliver customer's satisfaction. This company consists of five members. This company establish on 2019. Each member has their own position as General, Marketing, Administration, Operational and Financial Manager. Our target markets are wholly Bintulu. Our company operates from 2.00 p.m. until 7.00 p.m. at Tanjung Batu Beach every day except on Wednesday. We use cash as exchange of services and products that we provide.

i) Name of Company

The company name, Sidik Ahh Dessert by De' Ruin as we suggested and decided to name it because is unique. Sidik Ahh means delicious in Bidayuh.

ii) Nature of Business

Our business entity of the company is a Partnership. We will ensure that our customer will own our product and we will serve them right due to satisfaction of our customer. It is because our customer is our first priority. Since this food carts business is less competitors, we will try our best to push full effort to become the best food cart in Malaysia and try to be well-known in Malaysia.

Vision

- ❖ To become the most successful food carts in Bintulu by the year 2021
- ❖ To become well-known among the food carts that had been existed in Malaysia

Mission

- ❖ Serve quality dessert with reasonable price
- ❖ Serve customer friendly to ensure we can communicate with our customer effectively
- ❖ Serve customer within five minutes

Purpose of Business

- ❖ To convince financial institution of the investment potential of the project in order to obtain a long term loan
- ❖ To become a role model for other business as their guideline
- ❖ To serve the best dessert to customers within five minutes

Future Prospect of the Business

- ❖ To obtain capital loan and pay it back in short period
- ❖ To show the best business performance among other competitors
- ❖ To become well-known business in Malaysia
- ❖ To let shareholders invest in our company

Location of the Business

Our company's headquarter allocated at No. 36, Taman Jason, Jalan Tun Hussein Onn, Bintulu, Sarawak. Our business will operate at Tanjung Batu Beach everyday except for Wednesday. We choose this location because it is strategic location. During evening, many people will go to Tanjung Batu Beach with their family or their friends. Other than that, it is also a destination place for tourist to go.

