



UNIVERSITI TEKNOLOGI MARA

ENT 300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

DE'COOKIES SHOP

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1.1 Executive summary

We starting our own business as partners and we decided to choose the business name which is De'cookies Shop. We choose this name because it might be easy to remember by the public. We served or preparing great and tasty cookies and maximizing customer satisfaction by our friendly and helpful services. Therefore, they can enjoy variety types of cookies and they also can order anytime using online or directly deal with a partner to get faster information about our product.

Our business will be located at ground floor of 1Borneo Hypermall, kota Kinabalu. From our observation there are many demand to our product especially tourists who come to our country, we can promote local product to them and we make sure that this product will give them a memory to our country because we also provide a wonderful, unique packaging.

We also made our product by ourselves and manufactured cookies that located at Lot 55, Lorong 17, Taman Indah Permai, 88450, Kota Kinabalu. It might be easy for us to deliver the product through our shop without any obstacles.

In order to make this project happen we are requires funding RM36, 622 to start the business and for opening grand in order to introduce ours product and services. We are prospecting to increase 10% and 15% sales of our business on second and third year respectively. To achieve these sales we have to make aggressive promoting since this is the new venture and new to public.