



(ENT 300)
FUNDAMENTALS OF ENTREPRENEURSHIP

D'Vera cheese cake house Enterprise

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Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **AT110- Diploma Pengurusan Ladang** untuk membuat satu kertas projek bagi kod kursus **ENT300 (Fundamental Of Entrepreneurship)**.

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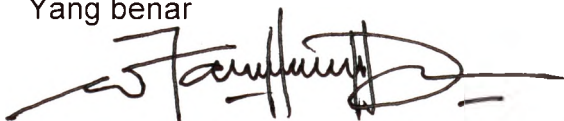
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“BERSATU BERUSAHA BERBAKTI”

Sekian.

Yang benar



WAN FAKHRURRAZI WAN DAHALAN
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1.0 INTRODUCTION

- Name of the company: Name of our company D'Vera cheese cake house Enterprise
- Nature of business: Our business is based food manufacturing and distributing the products.
- Industry profile: Our business is owned actively by partnership, incorporated as an Mira cake house Enterprise. As a small startup company, we recognize the limitation of attempting to manufacture our products in a small premise. So that, our companies can more concentrate on making the products, as well as give good services to produce our products based on our customer demand.
- Location of the business: Our business is locates at Desa Ilmu, Kota Samarahan. We choose this location because it is situated in the center area of people passage from every place in Samarahan.
- Date of the business commencement: Our business will begin to operate on 1st January 2015.

Factors in selecting the proposed business: We choose this business because it's make high profit and can expand future expectation. Besides that, it can attract potential customer to buy it.

- Future prospects of the business: This business has good future prospects. It is because it has highly demand because we are producing new and unique products and it differs from others products.

2.0 PURPOSE

A business plan is a document which describe a propose business or project to be undertaken in a comprehensive manner. It also known as working paper, business proposal, project paper, or prospectus. “D’Vera Cheese Cake Sdn Bhd” prepares this business planning for several purposes:-

1. Entrepreneurs

- It is prepared as a guidelines entrepreneur similar business.
- An opportunity to them to assess the business venture objectively, critically and practically.
- To study and evaluate the feasibility of the business

2. For Customers

- To serve a customer with efficiency and effectiveness in term of product and services
- Try to fulfill the customer wants and needs based on quality of product and services

3. For Employees

- To give a clear picture of each personnel duties and obligation
- To encourage co operation among staffs to achieve the target in the specific period of time
- To give information of what privileges the employees get from our company

4. Fulfill academic Needs

- In order to fulfill the academic needs ENT 300 is compulsory subject for students