



اَوْنُوْزِ سَيِّتِيْ بِاَتِيْكَوْ لُوْ كِيْ بِمَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

NAME OF BUSINESS: LOVEBERTS

TYPE OF BUSINESS: FOOD INDUSTRY

PREPARED BY:

**FACULTY & PROGRAMME: FACULTY OF BUSINESS
MANAGEMENT / BA111-DIPLOMA IN BUSINESS STUDIES**

SEMESTER: 5

PROJECT TITLE: BUSINESS PLAN

GROUP MEMBERS:

1. FATIN NAJWA BINTI MOHAMMED AZAMRI (2016677916)
2. WAN NUR ATIKAH BINTI WAN HADY (2016677928)
3. MICHELLE ANAK ERICK (2016677882)

PREPARED FOR:

MR. HJ. AHMAD FAISAL BIN HJ. MAHDI

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Lovebeats
ミタラシダンゴ

SUBMISSION LETTER

WAN NUR ATIKAH

Diploma in Business Management,

Universiti Teknologi Mara (UiTM),

Cawangan Sarawak Kampus Mukah,

KM 7.5 Jalan Oya,

96400 Mukah,

Sarawak.

MR. HJ. AHMAD FAISAL BIN HJ. MAHDI

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Cawangan Sarawak Kampus Mukah,

KM 7.5 Jalan Oya,

96400 Mukah,

Sarawak.

Sir,

SUBMISSION OF BUSINESS PLAN PROPOSAL (ENT300)

As stated, I am Wan Nur Atikah binti Wan Hady (2016677928) as the representative of my group acting on the behalf of my fellow partners would be interesting in submitting our business plan which is Loveberts for your viewing purposes.

2. In order to complete our business plan, we have to follow all the procedures and steps that had been given in the content. We will certainly use the knowledge and the skills we gained from the process of making this proposal in the future.

3. Besides, we hope by submitting this business plan assignment will fulfill and satisfy your requirement for our subject, Fundamental of Entrepreneurship (ENT300). Any mistakes or lacks will be fully our fault and we appreciate any comments or remarks on our projects in order to help us to improve in the future.

EXECUTIVE SUMMARY

The name of our company is Loveberts. The form of our company is a partnership business which consist of three group members. Regarding to our partnership agreement, we will contribute RM30,000 for our business' capital. The business will estimate to commence on 19th January, 2019 and we hope that our business will give benefits to the community and expand our business to the international market.

The vision of our company is "we will offer high quality products and services to the customers on order to gain profits so that we could expand our business in Malaysia". In order to achieve our vision, we have to complete our mission "it is our duty to make the most delicious sticky rice cakes, have the originality of idea and to serve efficient food services".

Our objective for doing this business is to gain more profits from the *Mitarashi Dango* that we have produce and maintain our sales in every year. Loveberts provides a delicious *Mitarashi Dango* which can give a satisfaction to all of our customers.

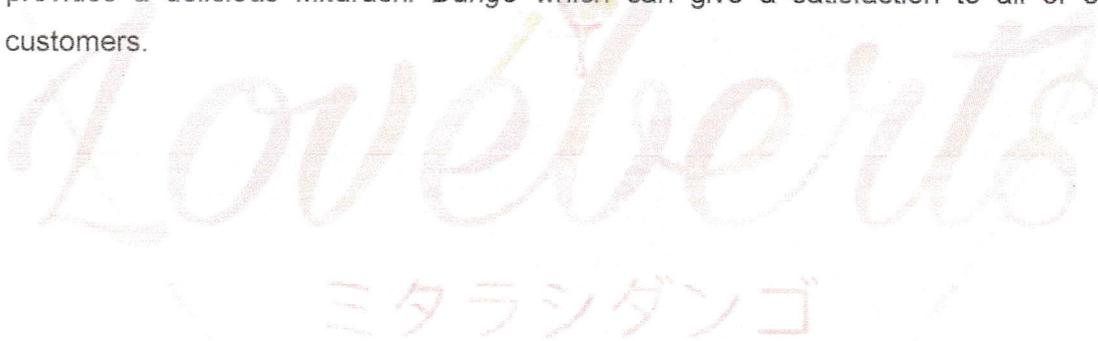


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INTRODUCTION

1.1 INTRODUCTION TO THE BUSINESS

- i. Name of the business : Loveberts Rice Cake
- ii. Nature of business : Partnership
- iii. Industry profile : Food Service Industry
- iv. Business Location : Kuching, Sarawak
- v. Date of commencement : 19th January 2019

- vi. Factors in selecting the proposed business:
 - (a) We want to introduce the new and unique recipe of ours, which is a Japanese rice cake, or known as *Mitarashi Dango*.
 - (b) *Mitarashi Dango* is a very popular and low priced, usually 100 to 150 yen about RM 4 for three pieces *Mitarashi Dango*.
 - (c) This Japanese rice cake is rare to be found in Malaysia, especially in Sarawak.
 - (d) As we all know, people in Japan favor *Mitarashi Dango*. So that, we are trying to attract Malaysian to having one of the Japanese cuisine.