



# UNIVERSITI TEKNOLOGI MARA

## ENT300 : FUNDAMENTAL OF ENTREPRENEURSHIP

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**SUBMISSION DATE:**

**13<sup>th</sup> DECEMBER 2018**

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## **1.1 SUBMISSION LETTER**

Diploma in Business Studies  
Semester 5,  
Universiti Teknologi Mara Sarawak  
Kampus Mukah 2  
96400, Mukah, Sarawak

11 November 2018

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96400, Mukah, Sarawak

### **SUBMISSION OF BUSINESS PLAN REPORT**

According to the title above, we had completed our business plan report on the name of DONARASO, and would like to submit it.

2. This report consists of important element and have been considered in beginning of business. This report includes our business profile, structure of marketing plan, operational plan, administration plan, financial plan, and the information needed regarding the business

3. This is the list of the member that were involved in the process of completing the business plan :

i. Muhammad Faez Bin Mohammad Tinin

ii. Muhammad Zahid Bin Mustapha

iii. Johan Arif Bin Mohd Isa

iv. Eliezer Anak Brandah

4. We really hope that you will be satisfied with our business plan and wishing that it will be evaluated as fairly as possible. Your sincerest and honest condition would be much appreciated

Thank You.

Your Sincerely,

.....

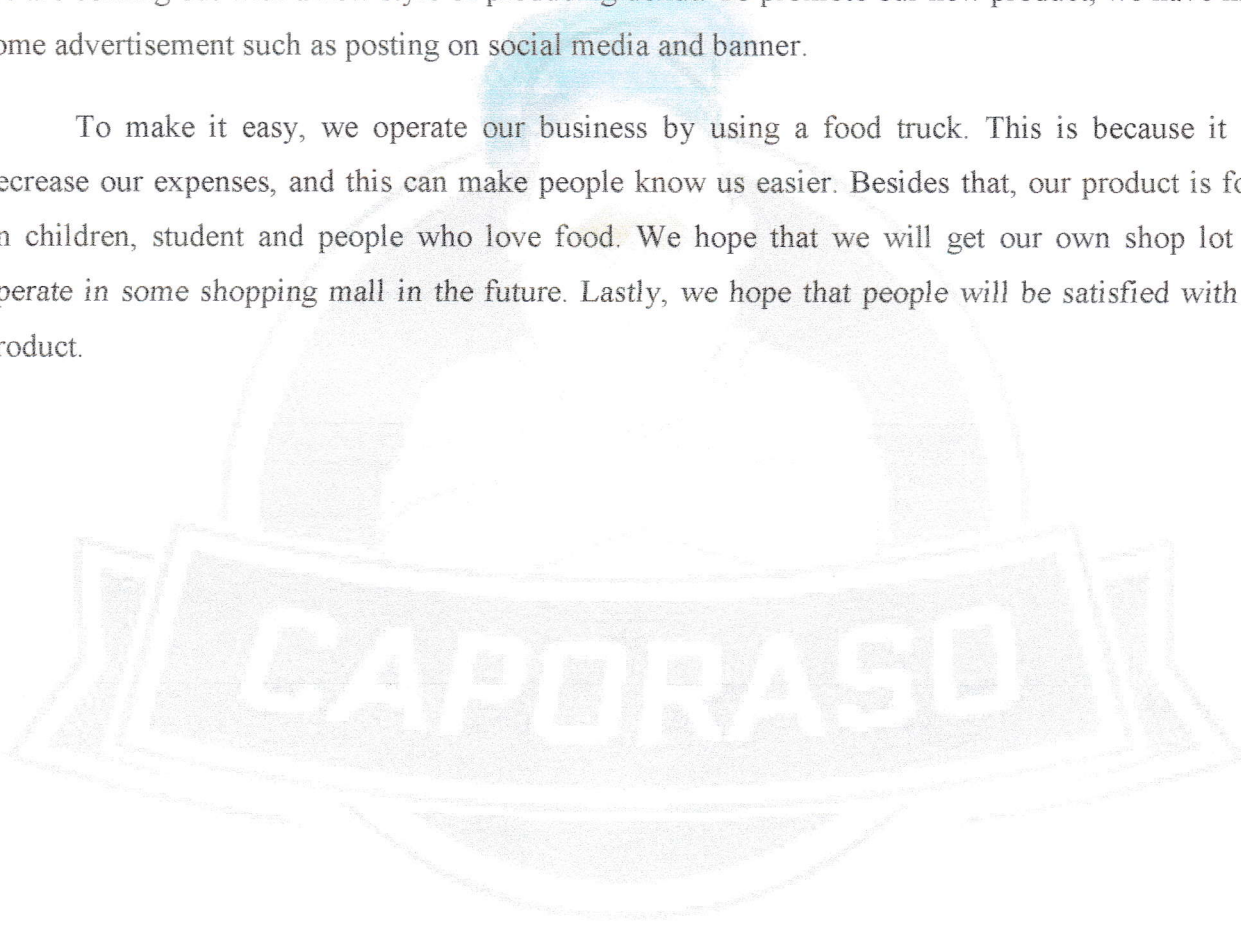
( Eliezer Anak Brandah)

### 1.3 EXECUTIVE SUMMARY

Our business opportunity is focus on donut business. We have made our research on all the area that sell donut. We have made our decision to choose our business name is CAPORASO that will be locate in Kuching, Sarawak.

First, we have made research on customers need. Nowadays, most of the customers want to try new thing or product. Moreover, this have become a trend on a customer. That is the reason why we are coming out with a new style of producing donut. To promote our new product, we have made some advertisement such as posting on social media and banner.

To make it easy, we operate our business by using a food truck. This is because it will decrease our expenses, and this can make people know us easier. Besides that, our product is focus on children, student and people who love food. We hope that we will get our own shop lot and operate in some shopping mall in the future. Lastly, we hope that people will be satisfied with our product.



## 2.0 INTRODUCTION TO THE BUSINESS

- i. **Name of the business** : CAPORASO
- ii. **Nature of business** : Food Truck
- iii. **Industry profile** : Food Industry
- iv. **Business Location** : Waterfront, Kuching, Sarawak
- v. **Date of commencement** : 3<sup>rd</sup> January 2019

vi. Factors in selecting the proposed business:

- a) Multimillion industry
- b) Easiest to handle
- c) Limitation of liability

vii. Future prospects of the business:

- a) Expand to other location throughout Malaysia and worldwide
- b) Unique Product



CAPORASO