



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP  
(ENT300)

BUSINESS PLAN  
TART TUTTIE

PREPARED BY:

SITI NOR ASSYURAH BINTI SAPILIH	2013391063
NURUL FITRIYAH BINTI NASYARUDDIN	2013916719
NUR ARDLANA BINTI NORMIN	2013197393
NORVLANNIE BINTI NORAN@NURAN	2013797365
NORLIANA BINTI SINSANI	2013313959
NURFATHAH BINTI HUSMIN	2013727573

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# ACKNOWLEDGEMENT

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## 1.1 EXECUTIVE SUMMARY

Tart Tuttie is the name of our business where we are focusing on producing tart. We create this name after we did discussion and generate the idea among members. We think that Tart Tuttie is a creative and unique name that easy to be remembered by other people. Tart Tuttie is expecting to produce a best quality using the great ingredients. Our specialty is having the various fillings where we made our own recipes such as oreo, mix fruits, ice cream, chocolate and more. Other than that, we also produce our own base for the tart with two type of base which is original and oreo base. It will be the best tarts in the world because it will melt in your mouth from the first bite. This tart is suitable for all ages since we produce tart in sweet and savory flavor.

Tart Tuttie is conveniently located at concourse floor at 1Borneo Hypermall Kota Kinabalu, Sabah. Our kiosk is easy to find in the middle of the mall and the signboard will caught your eyes. We also prepare a few tables for our customer to enjoy the meals at our kiosk. The mechanism is assembly line which is choosing a desire tart and add-on with beverage, pay and enjoy. Our service is guarantee efficient and the price is affordable to be purchased. Our business operation is from 10.00 a.m until 9.00 p.m every day. Thus people can buy our tart every day. Besides, we also serve our tart in any events such as birthday party, wedding and any ceremony.

Our big competitor is Big Apple and Dunkin' Donut since it also serves one type of dessert. However, this competitor serve similar product which is doughnut while we are serving different dessert from the competitor which is tart that will gives us an advantage in competitions.

## **1.2 PURPOSE OF THE BUSINESS PLAN**

### 1. The entrepreneur (Tart Tutie)

As a guideline to our company in order to properly organize our business.

### 2. Financial Institution

To represent our business plan to a lender in making rational economic decisions about providing resources for our business. Our company plans to choose Bank Simpanan Nasional (BSN) as our loan provider.

### 3. Suppliers

As a medium to convince our supplier about our product invention that will give benefit for both parties.

### 4. Company staffs / workers

Monitoring the employee in doing their task properly and as a guideline for them to achieve our business goals.

### 5. Customers

To persuade and attract our potential customer to buy our product in order to raise our profit by offering them a various type of tart that they can enjoy while eating it. At the same time, we expect that the customer will spread the delightful of our tart to others. As we know, everyone has a different taste and preference in choosing their meal. Therefore, "Tart Tutie" serves for this type of people with a different type of tart as a medium for them to satisfy their taste along with our objective.