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FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN REPORT



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BUSINESS NAME:

D'FASS ENTERPRISE

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EXECUTIVE SUMMARY

This is a business plan of D'Fass Enterprise. D'Fass Enterprise is a company that produces yogurt candy based on the innovation of science and technology. The main objectives of the company are to innovate original yogurt and produce the first yogurt candy that comes with so many flavors and rich with nutrients. We will create and improve the quality of standard yogurt candy product in order to meet customer satisfaction. We will also produce a product that can fulfil their taste and desire that comes with affordable price so that our product will be a worth buying one. We will provide our customer with the best customer services system to gain their trust and interest to buy our product.

We have decided to start our business in Johor Bahru since this place is found to be very strategic for our business after considering so many factors. Our business location is located in the middle of the city area. This makes easier for the customers to notice our product as it is easy to find. Besides, this place has a great number of population too which by it means the possibility to have a lot of customer purchasing of our product is higher. Our business is focused on the customers that live in Johor Bahru area while those who lives in other states than Johor could purchase our product online

D'Fass Enterprise marketing strategy is to offer a high quality product with an affordable price. We wanted our product could be purchased by our target market which is aimed for parents, workers, children and also students. Besides, the packaging of our product is cutely designed in order to attract customer attention especially among the childrens. Moreover, we will give our best to increase sales and company profit.

D'Fass Enterprise is managed by 5 managers who are responsible for their respective positions. Dini Afiqah is the general manager, Hanis Solehah as the administration manager, Ayu Fazliena as the marketing manager, Norfatihah as operational manager and Syasya Nabila as financial manager. These five managers will be working together to make sure our business goals could reach its target.

This business plan is prepared to show our company road's map which mean will act as a guideline for how the business will operate. This business plan will guide us in every steps that need to be taken in order to grow our business. Besides, this business plan is also important for our company to seek and convince investor to invest for our company. Investment is very crucial in order to have a great financial support to back up our company.

Our business product which is yogurt candy is expected to be a success because our yogurt candy is different from any yogurt candy in the market. Our yogurt candy is a fruit flavored one that rich with nutrient and vitamins. Hopefully this product will keep receiving a good response from the customer and this product could help increase our sales and profit for our company.