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UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF SCIENCE COMPUTER & MATHEMATICS
FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

ChocoBowl

NO 44 PLAZA ANGSANA,
PUSAT BANDAR TAMPOI,
81200 JOHOR BAHRU,
JOHOR, DARUL TAKZIM

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DATE OF SUBMISSION: ~

13th MARCH 2016

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COVER LETTER

Diploma in Mathematical Science,
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JOHOR DARUL TAKZIM .

Miss Siti Nordiyana Binti Isahak,
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University Teknologi Mara (UiTM) Segamat,
Km 12, Jalan Muar,
8500 Segamat,
JOHOR DARUL TAKZIM .

13th MARCH 2016

Miss,

SUBMISSION OF THE BUSINESS PLAN REPORT

Referring to the matter above, ChocoBowl would like to submit the business plan for your analysis and references. ChocoBowl would like execute the business that we have plan accordingly. We have made the business plan well and we wanted a business that could succeed. We took under consideration about our strong and exceptionally successful backgrounds in retail, accounting and others. After several months of dedicated research with full of determination, we have narrowed down to the type of business that we have selected and we have come to the conclusion and selected the respective business that we have selected.

2. We have visited many stall which located around Johor Baharu and decide to choose stall which situated and located at:

Business Address:

No. 44 Plaza Angsana,
Pusat Bandar Tampoi,
81200, Johor Bahru, Johor, Malaysia

3. We have tried our best to prepare this business with the data compiled for your judgement. This working paper is a group effort and all experiences gained are valuable lesson for all group members.

4. We hope that our business plan will satisfy your requirement for this subject, Fundamental of Entrepreneur (ENT300). We also hope that our business plan can offer and give benefits to other people and consumer especially as a reference material near future.

Sincerely,

.....
(MUHAMMAD FIRDAUS BIN MAZLAN)

General Manager
ChocoBowl

EXECUTIVE SUMMARY

This business is based on partnership that made up of six members. The six members consist of General Manager, Administrative Manager, Marketing Manager, Financial Manager, Operation Managers and Research and Development Manager.

After doing research on the business opportunity available in Plaza Angsana Tampoi, Johor Bahru, Johor, we have decided to specify our business in selling our product. Our partnership business will know as ChocoBowl.

ChocoBowl is basically a business that based on produce and selling desserts. We create the new type of product that is innovative for sell. This chocolate bowl produced from high quality chocolate with stylish and modern design and the innovation towards a bowl that can attract many peoples especially student, kid and others in more efficient. Therefore, we create innovative dessert to meet their wants.

ChocoBowl was registered on 1st September, 2016 and our vision to become a delicious and enjoyable chocolate to the whole market. This vision will be succeeding with the full cooperation and efforts among the partners in managing this business.

Based on the objective above, we venturing into food industry because it has the potential of being a profitable business if it's done in luxury and innovative way with the large scale. This is because the majority of the resident in this area is a student, kid and others.

The contribution of our partner is RM18,000 from General Manager and RM13,092.60 from each of the partnership members. We are also taking loan from the SME Bank with the amount of RM15,869 with the interest charged 6% per year. The reason we choose this financial institution is because they encourage students and to participate and venture into business in the selected industry.