



FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

⇒ BUSINESS PLAN ⇐

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ACKNOWLEDGEMENT

In the name of Allah, the Most Gracious and Most Merciful. First and foremost, praisesthanks to Allah, the Lord of the worlds, and the sequel is for those who keep their duty unto Him, further, there will be no hostility except against wrongdoers. Blessings and solutions areupon the most honourable Prophet and Messenger, His family all His disciples, and thosewho follow them in goodness until the Day of Judgement, and we offer our expression of gratitude to Allah, due to His favour and charity, so, we have got finished putting this on ink assignment report regarding Business Plan.

This task may be a face-to-face task, on the other hand, it changes to an online distance task due to contagious outbreaks of COVID-19 that does not allow everyone to have a mass gathering and must be aware of social distancing to prevent one from infected with this disease. Plenty of difficulties are settled throughout the time producing this assignment. Lecturer support, hard work, and commitment need to be praised and to be thanked as this assignment able to finish on time since the first week of the semester October – February2021 session even though this session could be quite tough.

A big thanks to our parents for the encouragement, enthusiasm, and invaluable assistance to me. Without all this, we would not be able to complete this assignment properly. Besides, special gratitude to our lecturer, Madam Hajah Safiah Mohamed, whose contribution to stimulating suggestions and encouragement, helped us to coordinate our assignments especially in inscribing this assignment.

Finally, we must appreciate the guidance given by our friends directly and indirectly throughout the making of this assignment. We also apologize to all or any other unnamedwho helped us in various ways to complete this project and hope this project can help gain more knowledge about entrepreneurship.



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EXECUTIVE SUMMARY

This assignment for Business Plan is crucial to evaluate the company's nature of business, sales, marketing, financial, operation and background. It requires a grouping task to try and do some research about those elements for the company and therefore the product that is associated with the basics that are learned during this subject. Thus, to achieve the inner structure of the company well, in our new product development, we have introduced a bakery business named Cookies and Scream which sells oreo cookies with variety type of toppings. The quality of the cookies and toppings are very excellent and good too. Cookies and Scream will be located at Old Street Commercial Centre Batu Pahat, Jalan Parit Besar, 83000 Batu Pahat, Johor.

Oreo cookies made from our company is very suitable for a person who is taking a diet plan that are considering taking less sugar as we also care about their own health. We choose to make Oreo cookies as our product because oreo has maintained a captive audience since most of the people nowadays love oreo and it makes people become addicted with just one bite.

For the marketing part, our pricing method is cost based pricing. The price of oreo cookies is very affordable and reasonable since Cookies and Scream offer RM18.00 for a pack of oreo cookies and RM23.00 for cookies with a topping. As for the place, we used direct channel distribution that involves distributing products directly from the manufacturer. We make the product on our own and serve it to the customer directly at our office. Cookies and Scream promote the products by advertising and sales promotion. In operational section, our shop operates for 12 hours a day, starting from 10 am to 10 pm. We used quality ingredients and the latest model of machine and equipment to produce our products. For the administration part, the objectives is fulfilling customer needs by providing a variety of cookies with a good quality product. Next, for the operational part, the process of producing cookies is through mixing, baking and packaging. We use Halal ingredients and the latest equipment in making the product. We aim to produce 1391 units per month of the product. In Financial Plan section, Cookies and Scream has contribute an amount of RM 11 254.00 in the form of cashin order to open the business. The business is fully funded as there are surplus for every months and years as shown in the pro forma cash flow.
