



اَوْنِيُوْرَسِيْتِيْ بَاتِيْكَوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT
FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

D'tasty

NO 32, JALAN PENDIDIKAN 4,

TAMAN UNIVERSITI,

81300 SKUDAI,

JOHOR DARUL TAKZIM

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DATE OF SUBMISSION:

8th SEPTEMBER 2016

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Chundell
3/10/2016

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COVER LETTER

Diploma in Banking,
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KM 12, Jalan Muar,
85000 Segamat,
JOHOR DARUL TAKZIM.

Miss Siti Nordiyana Binti Isahak,
Lecturer of Fundamental of Entrepreneurship (ENT300),
Universiti Teknologi Mara (UiTM) Segamat,
KM 12, Jalan Muar,
85000 Segamat,
JOHOR DARUL TAKZIM. 7th SEPTEMBER 2016

Miss,

SUBMISSION OF THE BUSINESS PLAN REPORT

Referring to the matter above, D'tasty would like to submit the business plan for your analysis and references. D'tasty would like to 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 will 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 stalls which located around Johor Bahru and decide to choose stall which situated and located at:

Business address:

No. 32, Jalan Pendidikan 4,

Taman Universiti,

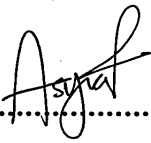
81300 Skudai,

Johor Bahru, Johor.

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,



.....
(MUHAMAD ASYRAF AKMAL BIN AZMI)

General Manager

D'tasty

EXECUTIVE SUMMARY

D'tasty is the business based on the partnership that made up of five members. The five members consist of General Manager, Administration Manager, Marketing Manager, Financial Manager and Operational Manager.

After doing research on the business opportunity available in Taman Universiti, Skudai, Johor, we have decided to specify our business in selling our product. D'tasty is basically a business that based on produce and selling fast foods of salted egg potato chips and salted egg chicken. We create the new type of product that is innovative to sell.

D'tasty was registered on 1st November 2016 and our vision is to be one of the best fast food that produce healthy and halal products in Malaysia and other countries. This vision will be succeeding with the full cooperation and efforts among the partners in managing this business. Based on the objective, we venturing into food industry because it has the potential of being a profitable business if it is done in luxury and innovative way with the large scale. This is because the majority of the resident in this area is a Chinese.

The contribution of our partner is RM22, 000 from General Manager and RM19, 500 from each of the partnership members as a capital to run this business.

We hope that our business will became more developed in the future because of the demand for this food is high and no companies that produce innovative product that meets the wants of consumers and buyers. This will give us more advantages to globalize our product to be more profitable and stable for the long time.