



اَوْبُوْ رَسِيْدِيْ تَبِيْكُوْ لُوْ كِيْ اِمْبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF COMPUTER AND MATHEMATICAL SCIENCE

ENTREPRENEURSHIP (ENT300)

'CE-COKODOK AL-RIZQI'

LOT 2, GROUND FLOOR, KLUANG PARADE, JALAN SENTUL, 86000

KLUANG, JOHOR, MALAYSIA

PREPARED FOR:

SITI NORDIYANA BINTI ISAHAK

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GROUP: JCS1104G

DATE OF SUBMISSION: 14th & 15th MARCH 2017

CHECKED,

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COVER LETTER

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Miss Siti Nordiyana binti Isahak
MARA University of Technology,
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15th MARCH 2017

Miss,

Submission of Business Plan Proposal (ENT 300)

Allude to the subject stated above, we would like to submit the proposal of our final project paper for ENT 300 subject.

2. This business plan was completed according to the guidelines and requirements given according to subject related. This business plan is build up to serve as a guide and prototype for a business proposed deal which covers the top management which is started with general manager followed by the administration, marketing, operation, and financial aspects.

3. We are hope that our business plan that we recommended does fulfil your obligations. If there are any error or lack in any part are fully depends on us. Plus, we are appreciating to any comments or remarks on our project in order to help us to improve it and also to ourselves as well.

4. Thank you for your guidance and time to go through our business plan and analyzing it. With all our efforts we hope that you will approve this business plan that we produced. Finally, with the cooperation that arises among us can enhance a good collaboration.

Yours sincerely,



(MUHAMMAD KHAIRUL ARIFFIN BIN MOHD NOR)

General Manager,

Ce-Cokodok Al-Rizqi.



ACKNOWLEDGEMENT

BISMILLAHHIRRAHMANNIRRAHIM

First of all, Alhamdulillah, praise to Allah SWT for giving us opportunity to finally complete our business proposal for ENT 300 subject.

We, the group partner are accepting this as a challenge to ourselves because it shows our passion and ability in doing so. For the prospect of business, this project plan of business is hopefully can be as one way for us, to practice our ability and interest in other different way, to be guideline to encourage our effort for becoming an educative and succeed business people.

Secondly, we would like to thank to our beloved lectures, Miss Siti Nordiyana binti Isahak for giving us moral support and being so helpful in completing this business proposal and being so pleasant toward us.

Thirdly, we would like to thank to our parents for being supportive in vary way. We also would like to thank to our classmate from JCS1104G for being cooperated and honestly giving and sharing ideas among classmates which lead us to a better friendship and become an excellent class among all. Not to forget, thanks to our roommates for being very helpful, kind and supportive whenever we feel down and blue.

Last but not least, we would like to thank to our group partner which are Muhammad Khairul Ariffin Bin Mohd Nor, Muhammad Aminuddin Bin Kamaruzaman, Nurizzatul Saleha Binti Sahlan, Nurhaziqah Binti Shalan, Nur A'in Qistina Binti Mahmud Rasid for being so tough and tolerant until we could overcome every hurdles that coming towards us in any way. Thank You.

EXECUTIVE SUMMARY

Cekodok is a traditional Malays fritter snack in Brunei, Malaysia and Indonesia that is made from flour and fried. There are many varieties of *cekodok* such as mixing it with banana, onion, and prawns. Our company name Ce-Cokodok Al-Rizqi and our shop that is Ce-Cokodok Al-Rizqi is located at Lot 2, Ground Floor, Kluang Parade, Jalan Sentul, 86000 Kluang, Johor, Malaysia. We provide the best *cekodok* that people, family and friends can enjoy it while it hot just like "Out from the oven".

For Ce-Cokodok Al-Rizqi, we focusing on separating *cekodok* to three types which is original *cekodok*, chocolate chip *cekodok*, and corn *cekodok*. We added a variety content or fillings inside the *cekodok* such as chocolate, strawberry and blueberry.

Our Ce-Cokodok Al-Rizqi product also provide a delivery services so that people can buy it via hotline at the specific area around Kluang. We also include flyers and made a social media account to promote our product even better in the area outside of Kluang johor. This way, Malaysian people will knows our product better and can even reach international such as Singapore and Indonesia.

We, Ce-Cokodok Al-Rizqi, saw the opportunity that this business has the potential of success that we have provided. This is because our product still focusing on the traditional Malays fritters so that customer can still taste the originality of the food that Malaysian people proud of. For people who wants to eat for snack, Ce-Cokodok Al-Rizqi is the best way to eat either individually or hanging out with family and friends.