



اُنْبُوذ سِيَّتِي تِيكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 300

BUSINESS PLANNING REPORT



TITLE : Sugar Monster - Cookies Business

CLASS : AS1205_D

DATE OF SUBMISSION : 24th JAN 2021

GROUP MEMBERS :

NO.	NAME	STUDENT ID
1	NUR FARAH AFIQAH BINTI BASRI	2018207022
2	NURSYATIRA ALIAH BINTI ZAKARIA	2018283978
3	NURUL HASANAH BINTI MOHD SAID	2018201994
4	SITI NURLIYANA BINTI HAMZAH	2018446226
5	PUTERI NURSYAMELLIA DAYANA BINTI SUHAIMI	2018806434

PREPARED FOR : MADAM HAFINI SUHANA BINTI ITHNIN

TABLE OF CONTENTS

EXECUTIVE SUMMARY	1
1.0 BUSINESS DESCRIPTION	2
1.1 Company's Background	4
1.2 Organization Logo/ Motto	5
2.0 OWNERS DESCRIPTION	6
3.0 PRODUCTS DESCRIPTION	11
4.0 ORGANIZATIONAL PLAN	12
4.1 Organization Chart	12
4.2 Manpower Planning	12
4.3 Schedule of Tasks and Responsibilities	13
4.4 Schedule of Remuneration	14
4.5 List of Office Equipment	14
4.6 Organizational Budget	15
5.0 MARKETING PLAN	16
5.1 Target Market	16
5.2 Sales Forecast	18
5.3 Marketing Strategies	19
5.4 Marketing Budget	26
6.0 OPERATIONAL PLAN	27
6.1 Material Requirements	27
6.2 Machine and Equipment	27
6.3 Operation Budget	28
7.0 FINANCIAL PLANNING	29
7.1 Project Implementation Cost	29
7.2 Cash Flow Statement	29
8.0 CONCLUSION	30
APPENDICES	31

EXECUTIVE SUMMARY

The business that we choose is a food business. Our business concept is cute, trendy, catchy, extraordinary and different from the others. As we know, every business out there, especially in the cookie business, wants their name to be super-duper cute to attract customers' attention, but we want a different approach to attract our customers because the cute theme is very cliché and very predictable for someone in the food business. By giving our company's name with "Sugar Monster", we want to teach people out there to not judge something by their name. Monster means something that is terrible and horrifying, but in this company concept, we make the monster appearance to look a little bit scary but cute at the same time. Sugar stands out for the sweetness of our cookies. Sugar Monster means for us is someone who loves to eat sweets, that is why we choose this name. The pink or pastel colour is very commonly chosen by cookie companies to show the cuteness of their brand, but for us, we have chosen a vintage theme, where the colors placed on the logo are brown and yellow. It is something extraordinary that for us, it can attract customers to have it because people often have a curiosity about something out of the ordinary.

The products we offered are five (5) varieties of cookies, which are Monster Choco Rawr, Crunchberry Killer, Softie Butter Melting, Oatmeal Raisin Shot and Delicate Supreme Macaroon. Our aim is to expand more varieties of cookies in the future, but for now we only focused on producing these types of cookies. Our target market is people around Kuala Lumpur and all-around Malaysia. As there are many cookie companies out there, so we found that this a very healthy competition between us and other cookie companies out there, as people nowadays tend to buy something that is new and homemade to taste the delicacies of food made by manpower rather than machines, we really sure that people will find that our brand is the most likeable and delicious as homemade cookies.

The profitability among the partners is equally divided. As we have five major partnerships, we have divided the profit by five which conclude that every partner will get 20 % of profit and loss of the company's income. As for the team management, we have five important positions for all of the partners as they all are very qualified for that position. The general manager for this company which is the leader of this company is Miss Nurul Hasanah Binti Mohd Said. Followed by four other partners, the administrative manager is Miss Nursyatira Aliah Binti Zakaria, the operation manager is Miss Puteri Nursyamellia Dayana Binti Suhaimi, the marketing manager is Miss Siti Nurliyana Binti Hamzah, and lastly the financial manager is Miss Nur Farah Afiqah Binti Basri. As for the workers, there are three (3) workers that work at the branch in Sunway Pyramid.

1.0 BUSINESS DESCRIPTION



Sugar Monster TM is a small cookies company that is run by several youngsters in meeting the needs of the community to own and buy various types of homemade biscuits made by locals and especially Muslims. Nowadays, there are many cookies production out there, but many of the companies were owned by Non-Muslims which sometimes bring doubts to Muslims buyers. So, we made an approach in developing Muslim products not only domestically but we also have the intention to promote them abroad as well.

Our company will produce five varieties of cookies including Monster Choco Rawr, Crunchberry Killer, Softie Butter Melting, Oatmeal Raisin Shot and Delicate Supreme Macaroon. These products will be the main products to be produced and marketed as the starting point of this business and will grow with more varieties of biscuits that will be different from existing biscuits that have been produced by existing companies.

Our vision is to create a variety of biscuits different from the rest everything is processed by manpower rather than machines and also, to open up the opportunities for Muslims to grow their business even further. Our mission is “A journey of a thousand miles begins with a single step”, which means we want our business to go beyond others' imagination and we want to prove everyone that local products can be at the same stage as global products.

The industry that has been chosen by us is a food industry. Food industry is the complex network of farmers and diverse businesses that together supply much of the food consumed by the world population. As we know, food is an important supply for humans to keep living other than water. Food will provide us with nutrients such as carbohydrates, vitamins and minerals for us to keep growing healthily and actively.

Factors we choose this business is because food production will never die. Even though the business that we create is just focused in cookie's production, but we think it will bring many profits for us, as cookies can be obtained easily and can be eaten anytime, anywhere. Cookies are sweet, and sweet can bring us positivity, positivity will bring us happiness and happiness will bring us fortune. This kind of path supports our desire to share a positive aura, while giving our customers the best quality homemade and handmade cookies.