



FACULTY OF HOTEL AND TOURISM MANAGEMENT
TERENGGANU DARUL IMAN

**FUNDAMENTALS OF ENTREPRENEURSHIP
(HTF 350)**

“GROOVY TARTLET”



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PREPARED FOR :
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SUBMISSION DATE :
8TH SEPTEMBER 2011

GROOVY TARTLET ENTERPRISE

Groovy Tartlet Ent.,
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1th September 2011

Dear Madam,

Submission of Business Plan

According to the above, with full of honour we are presenting our Business Plan of Groovy Tartlet Ent. This business plan are completed with marketing plan, operational plan, administrative plan, and financial plan.

2. We are trying our best to give good business plan in order to be accepted by everyone also to gain profit.
3. According to the outline and lecture given, we are struggling to have good business plan and hoping to be have a successful business.

Last but not least, we are hoping that our business plan will be accepted and can be expand in the future.

Thank you.



Che Wan Nursyakira Binti Che Wan Nazami
General Manager of Groovy Tartlet Ent.

GROOVY TARTLET ENTERPRISE

INTRODUCTION

Groovy Tartlet Enterprise is a name of our company that sold a variety of tarts. Groovy mean passion, something sweet that can enhance our appetite. In other words, when tarts comes into your mouth, you can feel the combination of crispiness, sweetness and creamy. Our tarts blend the world of sweet and savory by using innovative, unexpected ingredients our customers adore.

Freshness is key which is why we make our products to order. The quality of our ingredients is our primary concern. Groovy Tartlet is a name of our new company that want to commercialize and to introduce the new flavor and variety of tarts. The name of Groovy Tartlet give effect to our customers that they easily to recognize our product's company.

Our business organization is based on partnership. It's form from five young ladies who are agreeing to contribute their own capital and times in order to operate our business. We had delegated the responsibilities of managing and handling the task among our partnership.

The main purpose of our business is to introduce new variety flavor of tarts. Now days it is difficult to find flavored tart in the market. So, this is the reason why we had come with new idea.

For future prospects of our business we hope that the products will be accepted well by the customers and get good feedback from them. We are also hoping that, our product will be export in overseas markets.

GROOVY TARTLET ENTERPRISE

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