



اَوْنِيُوْرْسِيْٓتِيْ تِيْكَنُوْلُوْجِيْ مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF INFORMATION MANAGEMENT

UNIVERSITI TEKNOLOGI MARA, JOHOR

DIPLOMA IN INFORMATION MANAGEMENT

(IM110)

FUNDAMENTAL OF ENTREPRENEURSHIP

(ENT 300)

BUSINESS PLAN:

DE' MANIS

(CANDY BUFFET)

PREPARED BY:

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SUPERVISED BY:

MADAM SITI NUUR-ILLA BINTI MAT KAMAL

11th SEPTEMBER 2014

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)

FINAL PROJECT: DE' MANIS (CANDY BUFFET)

PREPARED BY:

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FACULTY OF INFORMATION MANAGEMENT

UNIVERSITY TEKNOLOGI MARA SEGAMAT

11th SEPTEMBER 2014

Nur Farah Diyana Binti Norsaidi,
Fundamental of Entrepreneurship,
Class of JIM1105A
MARA University of Technology,
Segamat Campus, Johor Branch.

Madam Siti Nuur Ila Binti Mat Kamal
Lecturer of ENT300,
MARA University of Technology,
Segamat Campus, 85009 Segamat,
Johor Darul Takzim

20 July 2014

Dear Madam,

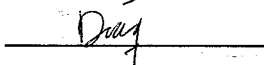
Submission of Business Plan Proposal (ENT300)

Referring to the subject stated above, we would like to submit the proposal of our business plan proposal for our ENT300 subject.

This business plan was completed according to the guidelines and requirements given according to our subject syllabus. This business plan also constructed to serve as a blueprint and guide for a proposed business venture which covers administration, marketing, operation, and financial aspects.

We hope that this business plan that we proposed does fulfil your requirement. Any mistakes or lack in any area falls fully on us and we appreciate any comments or remarks on our project in order to help us improve it and ourselves as well. Thank you for your guidance and time to go through our business plan and analysing 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,



(Nur Farah Diyana Binti Norsaidi)
General Manager, De' Manis.

1.1 INTRODUCTION OF COMPANY

Name of the company is "De' Manis". Location of business located at No 10, Persiaran Flora Utama, Taman Flora Utama, 83000, Batu Pahat, Johor. This location is suitable because it was a strategic place and have many residents. The nature of company is focus on services. This business only does these services in Batu Pahat.

These businesses choose "De' Manis" as a company's name because it represents the partners that consist of women only. It also because when do service for customer, it will give a sweet memory for them. The business is all about the service of candy buffet. It have own creativity and skill that can designed the events according theme that given. The business will use our skill to make sure our service get a good response or feedback from consumer. It is important because will know either the consumer will satisfied or not with this business. From that this business can improve the service.

It can express their love to person who they loved. What are differences of services? It will make guests and event hosts happy with the variety of sweets and chocolates. A good candy buffet not only on expensive decoration, but it should focus on a table with a lot of candy and chocolate that enough for guests.

De' Manis are very committed to put smiles on customer and appreciate them when they choose this business as their candy buffet. Target market is for children, teenagers, adults and old folks.

This business will expect that the business will become more develop in the near future. The business also will open new branch 'De' Manis' in other areas. Hope it can give the best service to the customer.

1.2 EXECUTIVE SUMMARY

De' Manis is about a company that focus on candy buffet organizer. The company located at No 10, Persiaran Flora Utama, Taman Flora Utama, 83000, Batu Pahat, Johor. This location because it strategic place and more residents in Batu Pahat to develop this business.

This business based on business partner that shares capital among each other. The business consists of five members which are General Manager, Administration Manager, Financial Manager, Marketing Manager and Operation Manager. Each member has contributed about RM 7358.50 per each but for general manager contribute about RM 10,000. Our company also make loan about RM 28,346 from CIMB Bank to develop this business.

This business is about candy buffet. Purpose of this business is to provide services to everyone. Focus service for birthday party, candy buffet, akikah's ceremony and open house. With creativity and skills that have, believe that can make this business more successful.

Moreover, this business will successfully compete with competitors in a few years ahead. This is because the opportunity that this business has the potential success in the future if managed it very efficiently.

