



UNIVERSITI TEKNOLOGI MARA

BUSINESS PLAN

ENT300: FUNDAMENTAL OF ENTERPERNEURSHIP

“SWEET CHOCO HOUSE”

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CONTENTS

CONTENTS	PAGE NO.
Acknowledgement	1
1.1 Executive Summary	2
1.2 Vision and Mission	3
1.3 Business Background	4
1.4 Partnership Agreement	5-6
1.5 Company/Business Background	7-8
1.6 Shareholders/Partnership/Owner's Background	9-18
1.7 Logo Description	19-20
Administration Plan	21
2.0 Introduction	22
2.1 What is Organization and How it Works	23
2.2 Business Address	23
2.3 Location Plan	24
2.4 Types Of Building	25

2.5 Organization to the Business	26
2.6 Strategies to the Business	27-28
2.7 Organization Structure	29
2.8 Organization Chart of Sweet Choco House	30
2.9 List of Administration Personnel	31
2.10 Schedule of Task and Responsibilities	32-34
2.11 Working Hours	35
2.12 Schedule of Remuneration	36-38
2.13 Employees Incentive Scheme	39-40
2.14 List of Office Equipment	41-43
2.15 Administration Budget	44
2.16 Plan of Administration Area	45-47
Marketing Plan	48
3.0 Introduction	49
3.1 Market Objectives	50
3.2 Product Description	51-55
3.3 Target Market	55
3.4 Percentage of Target Market	56
3.5 Market Size	57-58



1.1 EXECUTIVE SUMMARY

SWEET CHOCO HOUSE is a new company that operated in Sabah. This bakery is being managed by Bumipera Sabah itself. All of us consist of five members and two extra employees.

As a business, we provided fresh, delicious, special product that using chocolate as the main-course for all Malaysian. So, we conclude that we are going to provide variable type of cakes, pudding and bun but still based on our main-course which is chocolate. As we know, chocolate is always a favourite of everyone no matter what kind of income level you have, level of ages; especially among a children. We are trying to enlarge the variety of food, and want to create something new that gives different taste to the consumers. We realized, consumers are always craving for something fresh and new also far better than basic item, and our intention through this business is to grab the opportunity in serving our customer.

Study finds chocolate can reduce stress. The study announced, found that people who rated themselves highly stressed to begin with had lower levels of stress hormones after eating chocolate every day for two weeks. The study's subjects ate 1.4 ounces (40 g) of dark chocolate daily, or a little less than a regular-sized Hershey's bar, which contains 1.55 ounces (44 g). So, we are here to make everyone feels good in their life. And we also provide high product's quality for our customer.

We started our business with RM250,000 as a total capital and all the partner contributing RM50,000. We have five workers in our business such as General Manager, Administration Manager, Marketing Manager, Financial Manager and Operational Manager. Under Operational Manager we have three extra workers that two of them worked for helping us at the kitchen and one is cashier.

Business plan is important to all entrepreneurs. It is prepared to everyone including owners itself, suppliers, bankers, employees and also customer. This business plan also consists of administration, marketing, operational and financial plan.



With all effort from us, we believe we will achieve our goals and also vision & mission. We also believe we will get our return modal and we will cover our liabilities and put our business in comfort stage and expand our branch to every country in Malaysia.

1.2 a) VISION

- To gives new taste, fresh, special and delicious desserts using chocolate as main course to all people.

b) MISSION

- Create as many as new recipes to introduce our company.
- Gives the best services to our costumer based on high quality products.
- Proving to other people the ability and creativity of bumiputera sabah.
- Exceed customer expectations.
- Be a well-known bakery company In Malaysia.

c) MOTTO

- Your Chocolate World.

d) GOAL

- To ensure our product will known globally.

