



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY BUSINESS MANAGEMENT

ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

'CREAMY CREATION'

PREPARED FOR:

MISS ROSMAH BINTI ABD GHANI @ ISMAIL

PREPARED BY:

| NAME | MATRIX NO. |
|---|-------------------|
| NUR SYAFFIQA NATASYA BINTI MD.HATA | 2013461168 |
| FATIN NADIAH BINTI ZAKARIA | 2013245358 |
| NUR ZARITH SOFEA BINTI HARUN | 2013679068 |
| NUR NISA AFRINA BINTI UJANG | 2013219074 |
| NURUL FARRAHIN LIANA BINTI ABD JALIL | 2013495466 |
| AZIRA BINTI SULAIMAN | 2013283456 |

CLASS: JBM1195A

BUSINESS PLAN OF CREAMY CREATION

Creamy Creation ,
No 7, Jalan Kijang,
Taman Mohd Yassin ,
86200 Simpang Renggam ,
Johor Bahru.

Miss Rosmah Binti Abd Ghani @ Ismail
Lecturer of Fundamentals of Entrepreneurship,
University Teknologi Mara,
KM 12, Jalan Muar,
85000 Segamat,
Johor Darul Takzim.

30 August 2015

Dear Miss,

PURPOSE OF BUSINESS PLAN

We are pleased to submit our proposal named as Creamy Creation Enterprise. Creamy Creation Enterprise focuses on selling cream puff that different filling than usual. Our product include variety of filling of cream puff. Thank you.

Sincerely,

(Nur Syaffiq Natasya)

(Azira binti Sulaiman)

(Nur Nisa Afrina Ujang)(Fatin Nadiah)

(Nurul Farrahin Liana)

(Zarith Sofea binti Harun)

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

FINAL PROJECT

'CREAMY CREATION'

NO 7, JALAN KIJANG,

TAMAN MOHD YASSIN ,

86200 SIMPANG RENGGAM , JOHOR

PREPARED BY:

| NAME | MATRIX NO. |
|---|-------------------|
| NUR SYAFFIQA NATASYA BINTI MD.HATA | 2013461168 |
| FATIN NADIAH BINTI ZAKARIA | 2013245358 |
| NUR ZARITH SOFEA BINTI HARUN | 2013679068 |
| NUR NISA AFRINA BINTI UJANG | 2013219074 |
| NURUL FARRAHIN LIANA BINTI ABD JALIL | 2013495466 |
| AZIRA BINTI SULAIMAN | 2013283456 |

DATE OF SUBMISSION:

25 August 2015

EXECUTIVE SUMMARY

Creamy Creation is a company which operates on a small medium industry. Our company main business product is by selling creamy puffs. Our main target market depends on the place in which we can get the higher demand. We will make a survey to gain some information that we can conclude, such as personal observation and interview.

Furthermore, our cream puffs are designed with creative and innovative to attract customer. Some of our product has it owns feeling and taste. As the modification of the creamy puffs is the main strategy to capture our target customer. We took this opportunity to make our new products and to compete with competitors.

For our main objectives, we are considering to increase sales time to time to maximize our company profit. Besides that, we also want to generate product which can tasted by worldwide so that we can expand our business. With buying our products, we hopes can enhance people to be creative even in food fields. We also are considering to established and satisfied by our customer to generate demand among them.

Basically, our company consist of 6 young members that we have their own special skills to bring our company to a glory. They are talented person and high level of creativity from many fields of study such as financial, marketing, operation management and so on. With these special skills we hope to drive our strength towards our company's goal. Teamwork, discussion, commitment among each other, would be the keys towards our success. In the future, we hope to expand our business and let our potential customers know about our products.



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