



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)

BLISS COMPANY

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1.0 INTRODUCTION

There are many different types of business that are treated differently in all terms includes of what they are allowed to do, what are their responsibility and also their taxes. So, in order to starts a business, we have to look into, understand the important part of the business structure as well as to ensure that the business structure that we have chosen is one of the best and we'll go for it. This type of business is called partnership organization business. Partnership is unincorporated business. For the organizational structures, the General Manager, Marketing Manager, Operational Manager and also Financial Manager are the shareholders, the group of people that runs the business. In partnership, it will distributes all their profit and loses to their shareholders without any regards for any such profit that is retained by this particular business for the cash flow purposes.

Because of that, we are planning to start a business by producing and establishing a chocolate product name "Chocolate Chili" and our company's name is *Bliss Company*. Besides of that, our company is located at Alamesra, Kota Kinabalu. The reason on why we are choosing that places is because, it is situated in the housing area and where the high population is situated.

Chocolate Chili is the term or name that is inspired from our Financial Manager, Ms Siti Zubaidah where she's expecting to catch and grab the interest of the regular loyal customer base within the chocolate produces and types. Apart from that also, our company want to build a strong market position in the Kota Kinabalu town. Besides that also, *Bliss company*, aiming to offer our product at a competitive price in order to meet the demand of the middle until to the higher income local market area of residents and tourists.

There will be also services in order to making our Bliss Company as souvenirs or gift as mostly the customers wish for when they are buying a product. Our business will be providing a delivery services for our customer who is willingly purchase our products.

Bliss Company also will be offer a wide variety of chocolate products that is made up of chili ingredients in order for our customer to enjoy. We also believe that our business has the high potential to gain more profitability and directly achieving success.

This business plan will be commencing around the early next year and will be the first chocolate chili in Alamesra, Kota Kinabalu

Sabah. Again, if this proposal has been approved by the respective government agencies, all the people in Kota Kinabalu especially in Alamesra area will be getting many benefits as well as the government.

2.0 PURPOSE OF BUSINESS PLAN

2.1 The purpose of *Bliss Company* preparing business plan are:

- a) To fulfill the market demand.
- b) Opportunity for us as the future entrepreneur to assess the business venture objectively, critically and practically.
- c) To convince venture capitalist, investors and bankers in order to raise capital and obtain support for the venture.
- d) As a guideline for day-to-day management of our business.
- e) To evaluate the ability of this business whether it is able to compete with other competitors
- f) To add the numbers of the Bumiputera involvement as an entrepreneur for being involve in this business.
- g) To be able to distribute business resources more effectively.
- h) To fulfill the requirement of ENT300.