



اَوْنِوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)

DIPLOMA IN BUSINESS STUDY (BM 111)



BUSINESS PLAN: DOO WHOOPS

62/1 Jalan Ibrahim, Bandar Johor Bahru, 80000 Johor Bahru, Johor

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2013

10 March

SUBMISSION OF BUSINESS PLAN PROPOSAL (ENT 300)

Based on the subject above, we would like to submit the proposal of our project paper for our ENT 300 course subject.

This business plan basically focuses on the food and beverages of our whoopie pie produce by Doo Whoops Enterprise.

2. We have given our full commitment to be able to complete this business plan according to the guidelines and the requirement that are given accordingly to our subject syllabus. This business plan is basically constructed to serve as a blueprint and a guide for a business proposal ventures which covers administration, financial, marketing, and operation aspects.

3. We hope that this business plan is able to fulfill your satisfaction. Any mistakes or lack in any area of business plans shall be blame and falls fully on us and any comments or remarks on our business plan in order to help us improve our project is most appreciated.

Thank you.

Yours sincerely,

Nurul Izzati Ismail

(NURUL IZZATI BINTI ISMAIL)

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EXECUTIVE SUMMARY

The Doo Whoops is a new establishment business. Will start to operate on 1 January 2015. The Doo Whoops is a partnership business form. The Doo Whoops is being complimented by five shareholders.

Our business is focusing on production of food which is whoopie pie for daily consume for our main purpose. Our company choose whoopie pie as our main product. This is because whoopie pie has a very high potential in market nowadays. Their demand in market is coming from various sources, place, and age. It contains various flavoured which making it more interesting and delicious for customers. With many nourishment in it such as calcium, vitamin and less cholesterol ingredients. It means that it is good for our health. In addition, their deliciousness and attractiveness with various colour and taste really make customers preferences like in heaven.

The whoopies are divided by two choices for customers to choose which are by colours and flavor. The flavours are salted caramel, oreo, banana with vanilla cream while the colours are red, green, blue, brown and it also can be customize according to customers demand.

The capital in starting the business is from the contribution from shareholders which are from the General Manager Nurul Izzati binti Ismail, Marketing Manager Noor Afiqah binti Noor Azman, Operating Manager Helena binti Hamdan, Financial Manager Nabila Syahira binti Yahya and Administration Manager Nur Lyana binti Hazli. All of the us contribute about RM 14,000 which make up the total of RM 70,000 for a business.

We have agreed to carry out our business at 62/1 Jalan Ibrahim, Bandar Johor Bahru, 8000 Johor Bahru, Johor. We choose this location for our business location because it is the most strategic and quite a well known location to run our business. Besides that, it is located in the heart of Johor Bahru City. Our company also provided other facilities such as Wi-Fi and air-conditioner to make our customer more comfortable and enjoy will doing some business with us.

