



اَوْنُوْزِ سِيْتِي تِيكْنُوْلُوْجِي مَارَا
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FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN REPORT



CHOCOJAR BANGSAWAN ENTERPRISE

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TABLE OF CONTENTS	PAGE
Acknowledgement	iii
Executive Summary	iv
1.0 Introduction	2
1.1 Business Description	3
1.2 Purpose of Business Plan	4
1.3 Business Background	5
1.4 Business Partner Background	6 - 9
2.0 Administration Plan	10
2.1 Administration Objectives	12
2.2 Organizing Chart	13
2.3 Administration Personnel	14 - 17
2.4 List of Office Equipment	18
2.5 List of Office Furniture and Fittings	19 – 20
2.6 Administrative Budget	21
3.0 Marketing Plan	22
3.1 Marketing Objectives	23
3.2 Product Or Service Description	23
3.3 Target Market	23 – 24
3.4 Market Trend & Market Size	25
3.5 Competition – Strength and Weakness Competitors	26 – 28
3.6 Market Share	29 – 30
3.7 Sales Forecast	31 – 33
3.8 Marketing Strategy	34 – 40
3.9 Marketing Budget	41

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There are a lot of obstacles we have to overcome, such as discovering our project's material suppliers and system capabilities. In addition, we need to go through many challenges and many processes.

In dealing with problems that arise during our study, we manage to become more structured and mature through these problems. This business plan includes a new entrepreneur's organizational, marketing, operational, financial and training plan and any other details necessary as a guide to starting this business.

We also owe acknowledgement to our family and friends who always give madness support for us to go through the ONLINE DISTANCE LEARNING and their support in no matter what we do until we manage to complete this assignment. They also help us a lot of such as providing us with necessary financial to make this assignment a success project.

As a conclusion, we are very thankful to those who have participated and contributed directly or indirectly to this business plan for the dedication and effort, they have shown in our project until we have finally done our business plan.

EXECUTIVE SUMMARY

This business is focused on a collaboration of four (4) members who hold significant roles in the business, such as General Manager, Administration Manager, Marketing Manager, Operations Manager and Financial Manager.

Chocojar Bangsawan Enterprise is a company that focuses on Malaysia's food production. Chocojar is a new trending snacks and is mainly popular on the citizens of Malaysia. There are two flavours which are very interesting and ideal for everyone to buy which are dark chocolate and white chocolate flavour. The moist and crunchy texture gives this chocolate cereal the potential to be a profitable product because people particularly love food for simple items. In addition, the simple steps and ingredients give our business a lot of advantages and we are highly confident that in Malaysia our market can be easily built and spread.

To make it more appealing and interesting, by implying our creativity and modern element in this chocojar making, we decided to make some innovation. Uniqueness is one of the important things nowadays in any product that makes unique chocojar with flavor a new attraction for individuals. Based on some research into the fact that Malaysia is a developing nation and during the day it is quite busy. Normally, there is not much time for breakfast or even lunch and dinner for individuals who work during office hours and students. Therefore, they can just take a jar with various fillings with our latest invention and go to work. Simple and quick as that.

We are venturing into the food industry based on the goals above. Production in chocojar has the potential to be a successful company if it is achieved on a large scale and systematically handled in a modern way and this snack is suitable for any age layer to eat and enjoy.

In the near future, we expect our company to become more established because with the latest innovation in our chocojar with any interesting flavoring, not only would demand increase on every occasion, but it could be a fresh daily snack. This will give us more benefits in order to make our brand more sustainable and stable in the long term.

1.0 INTRODUCTION

Our company's name is Chocojar Bangsawan Enterprise. Our business is focused in Selangor as well as other states. We have registered our on 16 June 2021. The traditional way to produces a chocojar is very simple and easy. The first step is we need to melt the chocolate first, and then we put the cereal into the jar, and lastly, we pour the melted chocolate into the jar and add on some toppings which is a piece cut of chocolate bar. It is genuinely rare and as it already exists as it varies from other Malaysian ordinary snacks. We assumed that our chocojar would be well-known and recognized among adults and young generations in three years to come. And we also plan to extend our wings by opening several wings booth across and have our own stockiest in Malaysiapeninsular. Moreover, our ambition for the next 10 years is to have our own big factory so that we can produces millions cup of chocojar every single day in the middle of the city, Malaysia