



UNIVERSITI TEKNOLOGI MARA

(UITM) SABAH CAMPUS

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FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

HOME-MADE NOUGAT CANDY

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NAME:

ADWA DZAFIRA ARIMI	2007141285
JEANIE JEANIFFER JIKOMIN	2007141275
MADILINE JAUSY	2007117221
NOR ADIMAH TAHIR	2007141281
NOOR ATIKAH TANZIZI	2007141279

LECTURER'S NAME

MISS ANASTASIAH HARBI



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1.0 EXECUTIVE SUMMARY

There are several business existed in our country lately which compete each other. Entrepreneurship acts as the movers of the economy who involved in the business of products or services. However, the entrepreneurship have absolute right to make decision what product to be produce based on relevancy. Business might be given profit or gain losses but it depends on how the entrepreneur runs the business as well. Normally, entrepreneur open up business due to profit maximization.

After a while, we had decided to produce Nougat candy as our product. Before we made this decision, we already did various methods to identify the chance in the business field. Our company name is CHEERY CONFECTIONS ENTERPRISE which was established as partnership's business. We will start our company on 1 January 2011.

We are confident to run in this business field because we can gain our business target. Our priority is to make sure our product will brings happiness to the customers. This kind of business has a good opportunity to gain profit and contribute to the economic development of our country. Even though there are already existed *nougat* in this business field, but there is still few, and we will try to compete with them. In our business, we will put a priority on the quality of the product and services as well as the costumer's satisfaction.





2.0 BUSINESS PLAN PURPOSE

A Business Plan is a formal statement of a set of business goals, the reasons why they are believed attainable, and the plan for reaching those goals. It may also contain background information about the organization or team attempting to reach those goals. The Importance of preparing a business plan when open up the business is

- Act as a guideline for the management of the proposed business
- We can evaluate the project viability and reliability and also the potential of the business to growth
- It also can help us to apply for loans or financing facilities from relevant financial institutions and stated clearly the amount that we required and purpose of the loan
- We manage to allocate the resources effectively
- It help to convince our parties to invest in the proposal business
- To be in line with the government's objective that encourages the participation of Bumiputera-owned companies in the entrepreneur world.
- To evaluate the competitiveness of this type of business





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