



**ChocoMelt**

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300): BUSINESS PLAN**

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## **EXECUTIVE SUMMARY**

The purpose of this business plan is to provide a thorough insight on the initial development of ChocoMelt Sdn. Bhd. This business plan explains our organizational, marketing, operational and financial plans, which includes our main business activities, goals and objectives, organizational structure, and budgets for administration, operation and marketing purposes. Schedules for hire purchase repayment and non-current asset depreciation, as well as pro formas for cash flow, profit and loss, and balance sheet are also described, along with a set of financial ratio analysis.

Our mission is to provide delicious snacks called "chocojars" to consumers regardless of their age, ethnicity and income. We ensure our products can be bought at an affordable and reasonable price, with ease of availability by selling them through both social media and wholesalers.

ChocoMelt Sdn. Bhd. is currently headquartered at Taman Sri Subang, Petaling Jaya in the state of Selangor. The company is owned via a partnership of five partners, which are Mohamad Hanif bin Hamid, Abdul Razi bin Abdul Rashid, Muhammad Ermyrul bin Kamarulhisham, Mohamad Hasifiuddin bin Mohamad Rizal, Mohammad Amirul Irfan bin Zurini, and Khairul Asyiq Aqli bin Khairul Azmi. Our partners have their own responsibilities in the management, which were assigned based on their unique expertise.

Through our market research, we found that the chocojar market has been quite doing well over the last few years. As such, a strong business competition is bound to occur, and ChocoMelt Sdn. Bhd. is prepared to achieve higher sales in the market. Based on our market size, we projected our sales to be RM 160,000 for the first year of business. We plan to gain customers through social media, via advertisements and various promotions.