



UNIVERSITI TEKNOLOGI MARA
KAMPUS SABAH

FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT 300)

‘CHOCOBITEZ ENTERPRISE’

PREPARED BY :

ANGELA REHWEL MARONG	2009958289
CRISTHY CASERA HILDI	2010604512
FADHIRA EZRENNNA JUPIRIN	2010670838
NUR LIYANA AMERA BINTI MAZLAN	2010498388
SONIA SHALYNE JACOB	2010641958

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1.0 INTRODUCTION

There are different types of business structure are treated differently in terms of what they are allowed to do, their responsibility and for taxes. As a result, when starting a business we have to look at these important to make sure that the business structure we have chosen is the best one for what you want to do. This type of business is so called partnership organization business. Partnership is unincorporated businesses. The General Manager, Marketing Manager, Operation Manager and financial Manager are the shareholders who run over this business. Partnership distributes all profits and losses to their shareholders without regard for any profits retained by the business for cash flow propose.

Due to that, we plan to start a business by establishing a ChocoBitez Enterprise which will sell lots types of chocolate. Our company establishment that will be located at Lintas Plaza because this place is situated in the housing and where there is high population of people.

ChocoBitez is the word that is inspired from our Financial Manager, Mrs. Fadhira, expects to catch the interest of regular loyal customer base with its chocolate products and types. Our company plan to build a strong market position in the town. ChocoBitez aims to offer its products at a competitive price to meet the demand of the middle to higher income local market area residents and tourists. There will also service of making our ChocoBitez company as souvenir or gift as the customer wish. This business will also provide delivery service for customer who making their purchase.

We decided to do this type of business because we want to find something different to serve people around there. There are some factors that influence us to choose this type of business. Firstly, in our business location, there are no such chocolate shop. Secondly, we are targeting the student and the main resident near our business location by attracting them to come into our shop because of its beautiful decoration and many type of chocolate products.

Next, we want to provide service of making different chocolate with beautiful decoration which is absolutely delicious and healthy taste as a gift or a souvenir for any occasion or special day. We also want to attract children to buy the chocolate because of its colorful decoration design and healthy nutritious taste.

We also sell the most delicious chocolate products made from scratch, using the finest and freshest ingredients available. These ingredients include varieties of fruits, nuts and chocolate from all across the spectrum of your deepest hunger cravings.

We will offer wide variety of chocolate products for you to enjoy. We believe that our business has the potential to success. This business plans will commence around early next year and will be the first chocolate shop in Lintas Plaza. If this proposal has been approved by the respective government agencies, people in Lintas to Kota Kinabalu area will get many benefits as well as the government.

ChocoBitez
LOVE
AT FIRST BITE