



اَوَّلُ دَرَسٍ يَتَوَلَّاهُ
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)
BUSINESS PLAN

SNOOKIES COOKIES

PREPARED BY

**FACULTY AND PROGRAMME : FACULTY OF ADMINISTRATIVE
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LETTER OF SUBMISSION

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Madam,

Submission of the Business Plan (ENT300)

According to the title above, we would like to submit our business plan on the name of Snookies Cookies consists of the details, example, documents and the following procedure which is located as Desa Ilmu, Kota Samarahan.

2. This report consists of important components and aspects that have been considered in the beginning of the business. It include our business profile, structure administrator, financial, marketing, and operation aspects plus all other information regarding the business plan.

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EXECUTIVE SUMMARY

"Snookies Cookies" is a business company that focused on the food production especially on the cookies that are mostly different from other kind of cookies which that we are having a multiple level of sugar in our cookies to satisfy our customer according to their age and preferences. Our vision is to dedicate our customer happiness and satisfaction.

Our business "Snookies Cookies" is a partnership business consists of six members. According to our partnership agreement, each member will contribute a certain amount of capital contribution which is RM50K in order to make this business a success. "Snookies Cookies" is a shop selling a variety kinds of delicious cookies which can indulge during anytime of their day and in any kind of occasions. The business was effectively formed on the 1st January 2019. The business is located at the shop lot near to Aiman Mall Shopping Complex. Our General Manager of the business is Beatrice Audrey Anak Donold while Financial Manager is Christina Mimi Anak Hockey, our Operational Manager is Evylne Laura Anak Ganai and Jeramah Martha Anak Douglas , our Marketing Manager is Anatasia Sawai Anak Ribut and our Administrative Manager is Claudia Endon Anak Manjan. The other employees are the delivery girl and baker. The selection of General Manager is based on the agreement among the business partners.

INTRODUCTION

Our business name is Snookies Cookies which is a partnership business that based on six persons. Our business are selling different kind of cookies flavors. The reasons we choose "Snookies Cookies" as our business name is because this name was an idea from our general manager to tell us that before this she was dedicated into baking as one of her main hobby when leisure time.

Our shop is located at the shopping lot near Aiman Mall, Jalan Dato's Musa, 94300 Kota Samarahan. We choose this location as it is strategic, easy to access and near to the university such as UiTM and Unimas and offices as our main customer targets come from young adults for example university students, adults and family.

We are providing different kind of cookies such as chocolate chip cookies, white chip cookies, butterscotch cookies, oatmeal cookies and others.. Furthermore our main promotion is "Buy 9 free 1" for every purchases.

The reason we choose this business is because from our observation, there is no cookies shop available in Kota Samarahan, which come with a delivery services. It can be a great opportunity for us as we can dominate the cookies industries because we have less competitor. We are also come out with a different level of sugar in our cookies such as standard level (normal), 30%, 50% and 75%. Our customers can choose their own level of sugar based on their own taste. It is to ensure satisfaction of customer by providing their level of sweetness. We are here to make a difference and maintain a good lifestyle toward the generation.