



FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)
BUSINESS PLAN
THE MACARON SHOP

PREPARED BY

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SUBMISSION DATE

29TH DECEMBER 2017

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29th November 2017

Aeon Big & Tesco,

Bukit Indah & Tebrau,

Johor Bahru.

To whom it may concern,

**APPLICATION FOR DROPSHIP OF OUR PRODUCTS AT AEON BIG & TESCO
BUKIT INDAH & TEBRAU.**

Refer to the title above, I would like to apply for a dropship as advertised on Social Networking Site dated 15th November 2017.

2. I am a fresh graduate student from Universiti Teknologi MARA (UiTM) in Diploma in Business Studies. I am actively in co-curriculum activities and other university activities by representing university in a competition, being part of committee member of club in UiTM and many more.

3. I can ensure you that I am willingly and fully prepared to take this job as a challenge and passions. I have a good background of education and sufficient training in industry.

I would be prepared at any time to start a dropship and looking forward to hear from you soon. Thank you for your consideration on my application.

Sincerely,



(NUR AIN BINTI JULAIHI BADROL)

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2. INTRODUCTION

2.1 INTRODUCTION TO THE BUSINESS

Name of The Business	:	The Macaron Shop
Nature of Business	:	Partnership
Industry Profile	:	Confectionary
Business Location	:	Johor Bahru, Johor
Date of Commencement	:	February 2018

FACTORS IN SELECTING THE PROPOSED IN BUSINESS

- Macarons are dessert that is very popular in the Europe and the price of macarons are usually known with expensive prices and we would want people to have a taste on it with affordable price.
- We have also included the Malaysian famous flavoured of macarons which are Pandan and Teh Tarik so that it can fit the Malaysian taste.

FUTURE PROSPECTS OF THE BUSINESS

- To open up our own shop so that people will be easier to go and buy our macarons
- Our macarons will stay on the long run and our name will be known domestically and internationally.

2.2 PURPOSE OF BUSINESS PLAN

- To allow the entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner.
- To analyze and evaluate the viability of a proposed venture.
- As a guideline for managing the business especially for the new entrepreneurs.
- To allocate business resources effectively.

2.3 BUSINESS BACKGROUND

Name of Business	:	The Macaron Shop
Business Address	:	No 41, Jalan Seri Impian 3 Taman Impian Emas, 81300 Johor Bahru, Johor
Correspondence Address	:	No 41, Jalan Seri Impian 3 Taman Impian Emas, 81300 Johor Bahru, Johor
E-Mail Address	:	thamacaronshop@gmail.com
Telephone Number	:	07 5504547
Form of Business	:	Partnership
Main Activity	:	Selling Macarons
Date of Commencement	:	February 2018
Date of Registration	:	3 rd December 2017
Name of Bank	:	Maybank Malaysia Berhad
Bank Account Number	:	5618 0034 0997