



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا
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FACULTY OF BUSINESS MANAGEMENT

BA243 – BACHELOR OF BUSINESS ADMINISTRATION (Hons.)
HUMAN RESOURCE MANAGEMENT

ENT530 – PRINCIPLES OF ENTREPRENEURSHIP

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EXECUTIVE SUMMARY

“Ready to dig in” is a motto for Pretzel Cookie. The main objective of this business is to create a whole new level of taste and suitable to eat for any groups of age. By choosing this product, this pretzel cookies can be chosen as a snack and this cookie can enjoy by any types of races as well because it contains good quality and safe ingredients.

Sissy Oven Enterprise is a small business that runs by Miss Nur Atiyah binti Azmi and her sister named Miss Nur Haziqah binti Azmi. Their products are named The Cookies that consists of two flavors which are chocolate and pretzel. However, for this assignment I decided to choose pretzel flavor as it is hot selling item. Furthermore, The Cookies is freshly baked at their own place located in Sungai Soi, Kuantan Pahang.

Their business purposes are providing freshly baked cookies with affordable price and aiming for products profitability. They also open to customize their products depends on the customer needs. The business has been run since 2019 until now and currently they have less than 5 agents and they open for any dropship or agent. Therefore, The Cookies is bite-sized chocolate chip butter cookies that coated with melted vanilla oreo cream flavor. The price per jar is RM15 and the delivery service available in Kuantan, Hulu Langat and Ampang.

Sissy Oven Enterprise wants to establish a large regular customer base and concentrate its business marketing on local resident which it will dominate to target market. It will establish tasty cookies and consistent in revenue base in order to ensure the stability of the business and the profit for the agents as well. Sissy Oven Enterprise are not only selling pretzel cookies, but they also selling and taking order for chocolate cookies, creampuff, birthday cake, brownies, and swiss roll cake, bento diy kit, and cupcake diy kit. All orders will be collected first in order to assure the fresh and taste to avoid any deficit.

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2.0 INTRODUCTION OF BUSINESS

2.1 Name and address of business

Name of business for this assignment is "Sissy Oven Enterprise". It is a small business that runs by Miss Nur Atiyah and her partner Miss Nur Haziqah. The name "sissy" stands for sister, and they choose Sissy because both Miss Nur Atiyah and Miss Nur Haziqah are siblings. Meanwhile, "oven" refers to their passion which is they really love to bake. In addition, Sissy Oven Enterprise are not only selling pretzel cookies, but they also selling creampuff, birthday cake, brownies, and swiss roll cake. Nature of business is homemade, and all products are ready to dig in. Their business purposes are providing freshly baked cookies with an affordable price and aiming for product profitability. This business located at their own place in Sungai Soi, Kuantan Pahang.