



اَوْبِقْ سَابِقِي تَبْكُو لَوْ كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING
DIPLOMA IN ESTATE MANAGEMENT (AP115)**

**FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300**



Fresca & Dolce

FLORENTINE COOKIES

PREPARED BY:

NAME	STUDENT NO.	CLASS/GROUP
Nur Aisyah Farhanah Binti Mohd Tahir	2019247176	AAP115 4E
Emy Ellyyanatasha Binti Saufi	2019297408	
Nurul Amalin Binti Ramizu	2019220104	
Afiq Anaqi Bin Amly	2019214326	

**PREPARED FOR:
PUAN ZAKIAH MOHAMED
FACULTY OF BUSINESS MANAGEMENT**

SUBMISSION DATE:

16th JULY 2021

ACKNOWLEDGEMENT

Foremost, we would like to express our deepest gratitude to God for giving us strength and a good health condition to complete this report. Without God consent we could not finish the assignment within the given time. We would also like to express our lecturer, Madam Zakiah Binti Mohamed for coping with our endless question and guiding us from at the very first step until the last step. Without her guidance we probably having a lot of problem to finish this report within the given time. Next, we would like to thank our group members, family and our classmates for their support and their cooperation during making process of this report. At the end of this task, we gained a new experienced and knowledge.

TABLE OF CONTENTS

NO.	CONTENT	PAGE
	EXECUTIVE SUMMARY	i
1.0	BUSINESS DESCRIPTIONS 1.1 Name of Business 1.2 Factors in Selecting the Proposed Business	1
2.0	COMPANY BACKGROUND	1 - 2
3.0	COMPANY LOGO/MOTTO 1.1 Logo Description/Motto 1.2 Vision 1.3 Mission 1.4 Owner Description 1.5 Product/Service Description	2 - 7
4.0	ORGANIZATIONAL/ADMINISTRATION PLAN	8 - 11
5.0	MARKETING PLAN	11 - 14
6.0	OPERATION PLAN	14 - 16
7.0	FINANCIAL PLAN	16 - 18
8.0	BUSINESS MODEL CANVAS (BMC)	19
	CONCLUSION	20
	APPENDICES	21 - 24

EXECUTIVE SUMMARY

My business concept is same with other business which is provide and produce Florentine cookies but the uniqueness on our cookies is, we use different kind of nuts such as pistachio, cashew, and various type of dried fruits such as berries, prunes, apricot, that contains a lot of nutritious. The ingredients that we also choose a high-quality product. To attracts customer's attention, we serve two main flavor of the cookies such as chocolate and original flavor with a variety of dipping sauce and drizzles. Our target market is those who are very fond of snacks that related to nuts, fruits, or chocolate. However, anyone can enjoy our cookies as it suitable to everyone.

Our competitive advantage is by upgrading of ingredient, increased the size and thickness of these cookies. Next, we choose a place that near to residential place and close to other food stores such as Tealive, Marrybrown, Family Mart as well as public service centers such as clinics, laundry, and courier service. Furthermore, although our ingredients we uses are quite expensive, but we sell cookies at the affordable prices which is RM12. After some calculation, our total profits are RM64,800 per month. With that profit, we can use to purchase raw material, pay the salaries, pay the utilities and others. In order to avoid loss, we will ensure that our profit surpass the expenses by making sure the customers comfortable with us and promote us to their contacts.

For the management team, consist of general manager which have an experience in baking and selling Florentine cookies. Next, marketing manager which good at communication and promoting. Then, operational manager who good at build an alliance with other business owner. Lastly, financial manager that attended banking course.

1.0 BUSINESS DESCRIPTIONS

1.1 Name of the company :

We choose our company's name Fresca & Dolce. Reason why we choose Fresca & Dolce because the meaning of the words itself. It is an Italy words with meaning of fresh and sweets. It represents of our products because we served it freshly from the oven.

1.2 Factors in selecting the proposed business.

The reasons we chose this business is because of snacks nowadays can be harmful to health due to a high level of artificial color, MSG, and fat. So, we provide a healthy snack made from a variety of nutritious nuts and dried fruit. This cookie became a substitute for the unhealthy snacks.

2.0 COMPANY BACKGROUND

Name of the Company	Fresca & Dolce
Business Address	Jalan Rasah Prima 3, Pusat Komersial Rasah Prima, 70300, Seremban, Negeri Sembilan
Website/e-mail Address	E-mail : frescadolce@gmail.com Instagram : https://www.instagram.com/fresca.dolce/?utm_medium=copy_link Facebook : https://www.facebook.com/FrescaDolce-100210132342368