



UNIVERSITI TEKNOLOGI MARA

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Diploma in Public Administration

ENT 300

'BUSINESS PLAN'

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1.1 EXECUTIVES SUMMARY

This business is based on partnership where it consists of four (4) members. The members consist of the General/Administration Manager, Marketing Manager, Operational Manager and Financial Manager.

We stand our company with the vision which will influence our performance in any actions. Our vision is to develop new ways of doing business with aim of doubling the size of our business. We expect that in five years, we are able to expand and open another branches of Yummies Homemade Chocolate in another district in Sabah. Apart from that, we also want to become one of the economy distributors in Sabah as that we are also helping to promote Sabah in tourism industry by providing one of the best homemade chocolate in Sabah. In addition, we also expect that we run our business by a proper planning, organizing, leading and controlling.

Our mission is to produce homemade chocolates with high quality, delicious and meet customer needs. We provide high quality of homemade chocolate by ensure its cleanliness and tastes. We also concern of the customer satisfaction thus we are taking consideration about the quality and the taste of the chocolate that we produce. We will ensure that the taste of our homemade chocolate is up to date and have many choices. Indeed, we also want to become the first choice of the consumer that is chocolate lover as our loyal customer.