



اُنِيْوَرْسِيْتِي تِكْنُوْلُوْجِي مَارَا
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**BACHELOR OF BUSINESS ADMINISTRATION (HONS)
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**PRINCIPLE OF ENTERPRENUERSHIP
(ENT 530)**



SUGAR NANAA

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EXECUTIVE SUMMARY

Sugar Nanaa is an establishment that produces and sells flour-based food baked in an oven such as cookies, cakes and pastries. Sugar Nanaa offers special event services such as marriage, anniversary, birthday celebrations, industrial networking activities or personalized pastries for individuals with allergies or sensitivities to certain ingredients such as almonds, peanuts, milk or gluten.

Sugar Nanaa made a freshly dessert with premium ingredient and mix fast service requirements. A fast service restaurant that keeps the customer sitting around the bar and the manufacture of desserts. Dessert is a major point of sale. Sugar Nanaa is a host company dedicated to the experience outside a restaurant with a high quality dessert in a friendly environment. It is also a busy and popular place who wants to be comfortable and a little rare to compensate yourself! It's so satisfactory without paying many efforts. High quality products presented without free tension are valuable to customer. Guests can enjoy a nice and fast service.

2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business



Figure 1: Business Logo

Sugar refers to people who generally like to eat sweet things. Sweet treats are something most of us crave for. This is why I named my business Sugar Nanaa because my mission is I will make the dessert interesting and taste better, distinguish it from others but at an affordable price.



Figure 2: Business Address

The business has been operated at Persiaran Negeri, Kota Seriemas, 71800, Nilai, Negeri Sembilan which open everyday from 10am until 6pm. The location of Sugar Nanaa is in a strategic location, easily accessible to customers and well known. To maximize work life balance, location plays an important role in attracting and retaining the best workers, many of whom keep a close eye on their positions. Good location decisions will dramatically improve the long term success of an organization.