



اَوْنُوْرَسِيْتِي تِي كُونُوْ لُو كِي مَارَا  
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MARA

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**FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)**

**BUSINESS PLAN REPORT**

**BUSINESS NAME:**

**FOODLICIOUS ENTERPRISE**

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## **EXECUTIVE SUMMARY**

As we go through this pandemic and rainy season, most of the citizens in our country are studying and working from home. Most of them would just stay at home until told otherwise. During this pandemic, most citizens love to eat, no matter the time. As a result, our team was discussing how we could give them something to eat while they were doing their work. We came across an idea that led us toward the whole idea of this business plan. Our company's name is Foodlicious Enterprise. We produced a chocojar named Chocolicious.

Moreover, our products can be eaten at any time until the expired date that has been written on the chocojar. Mostly, chocojars have longer expiration dates, so we, as customers, do not need to worry about the expiration date. In addition, our chocojar is sold at an affordable price of RM12 per jar, and if they buy 3 bottles of jar, the price would be RM30. Our business is based on a partnership in which each member holds important positions in the company, such as chief executive officer (CEO), administration manager, operational manager, technical manager, marketing manager, and finance manager.

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