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CHOCOTUM

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EXECUTIVE SUMMARY

This business plan is basically about Chocotum which is a cookie product that comes in the shape of an oat bar. This partnership business has five competent and skillful managers which are general manager, marketing manager, operation manager, administration manager as well as financial manager that will conduct the business. The location of this business is at 5, Jalan SU 10, Emerald Avenue Ampang Retail Shop, Ampang and it is a strategic and ideal location to set up a business. Next, chocotum does offer a variety of products for its beloved customers to entice their attention to buy our products. This business was established on 5th February 2022 by our general manager, Fatin Farzana binti Zakaria. Other than that, the capital needed to start and operate this business was RM 35717 and the capital was acquired through the contribution of the managers of chocotum as well as by the loan that has been applied from Majlis Amanah Rakyat (MARA). Lastly, the purpose of preparing this business plan is to help the managers in chocotum to manage chocotum's organization to ensure that the chocotum can achieve its goals, mission and vision in the future.

1.0 INTRODUCTION

Chocotum is a partnership business company located at Ampang, Kuala Lumpur and it is in the food and beverage industry. Chocotum comes in 3 flavors such as dark chocolate, milk chocolate as well as berry good. Our main target customers are students, teenagers, young adults, kids, as well as those who love to eat cookies. Our business does not target middle and late adults aged 40 to 60 and above as our primary target customers because our business knows that these age groups do not enjoy eating cookies or sweets. Next, as our vision is to be the number one best-selling cookie in Ampang in the next 5 years, our business strives to offer our customers the high quality products with lowest possible prices which is RM14 per jar. The price that our business offers to the customers is reasonable and affordable which means it won't burn a hole in someone's pocket money. Furthermore, our customers can purchase our products via our agents and stockists that are available in all districts in Kuala Lumpur, Selangor as well as certain states in Malaysia such as Johor Bahru, Melaka and Pulau Pinang. Our beloved customers also can buy our products directly from us by walk-in to our shop lot located at 5, Jalan SU 10, Emerald Avenue Ampang Retail Shop, Ampang. Besides that, our business differs from the local competitors' as nowadays, it is very rare to find any local business that sells cookies that come in an oat bar. This is because nowadays, a lot of people are selling various types of choco jars such as mini crunch, honeystar, cornflakes and many more. The number of people that sell choco jars is mushrooming, thus our business wants to be different from others by selling and introducing our chocotum to the market. Lastly, our business hopes that our product can fulfill the demand and preference of our beloved customers.