



**FACULTY OF CIVIL ENGINEERING
DIPLOMA IN CIVIL ENGINEERING**

ENT 300 : FUNDAMENTAL OF ENTEPRENEURSHIP



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Dessert Crush

ACKNOWLEDGMENT

Firstly, we would like to thank to Allah S.W.T because of his willingness, our group has successfully finished our assignment of ENT300, which is our business plan project. The title of our business is **Dessert Crush**.

We are also would like to thank Abang Sulaiman Bin Abang Naim (ENT 300 Lecturer) because through his support, advices and encouragement we finally succeed our business plan project.

Moreover we also would like to thank:

SECRET RECIPE

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Dessert Crush

DESSERT CRUSH

EXECUTIVE SUMMARY

Dessert Crush is our company name. The business is in the form of partnership which consist 6 members. Each partner contributes certain amount of capital as agreed in our agreement. Our main business activity is to provide variety type of dessert to eat. Our business will be operating at Jalan McDougall 93000 Kuching Sarawak. It will be commence in the beginning 1st January 2015. All partners are entitled to participate in the business management. We all agreed that **Muhd Ridzuan Bin Mohd Zaini** is our **General Manager**, **Ahmad Syahmi Bin Abdul Aziz** is our **Administration Manager**, **Mohammad Syahmi Bin Mohd Yunus** and **Annazirul Zafrullah Bin Anwar** is our **Marketing Manager**, **Abang Nurazam Bin Abang Azahari** is our **Operating Manager**, **Awang Shazani** is our **Financial Manager**. The management team is lead by the General Manager and assisted by other manager. The responsibility of General Manager is planning, leading, organizing and controlling the entire business. The Administration manager is responsible for all jobs relating to office administration. The Marketing manager responsible in preparing the marketing plan, which include the identify the target market, determining the market size, identify the market competitors, determining the market share, developing sales forecast marketing strategies. The Operation of our business is controlled and monitored by the Operation Manager. All workers who work in our shop will be under supervision of the Operation Manager. This is where quality control and productivity will take place. Finally the Financial Manager will handle financial matter such as preparing budget and financial statements for expenses of each department.

1.1 INTRODUCTION

NAME OF COMPANY

After gone through a long discussion between our manager we have come to a conclusion to name our dessert cafe “**Desert Crush**”. Which our store will provide a variety type of dessert to the customer. We got the ideas for naming the café from the phenomenal game “**Candy Crush**”. We believe that with the Crush name ,we can attract a customer to came to our store just like what Candy Crush did to the people to addict and like playing it.

NATURE OF THE BUSINESS

Our business focus on to sell a homemade candy and desert. We sell the candy crush game type of dessert to the customer. Our café interior design will based on Candy Crush theme. The shop will also be equipped with ,candy machine,smoothies machine,a candy tube. Beside,we sell our desert based on weight and customer will be self service. Therefore, customer can freely choose variety of dessert type for them.

Desert Crush