



**UNIVERSITI TEKNOLOGI MARA**  
**FACULTY OF BUSINESS STUDIES**  
**FACULTY OF BUSINESS STUDIES**  
**(BM 111)**  
**DIPLOMA IN BUSINESS STUDIES**  
**(5A)**  
**FUNDEMENTAL OF ENTREPRENEUSHIP**  
**(ENT300)**  
**“CHOCODELI BAR”**

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**Prepared for:**

**Miss Philomina Francis**

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### **1.3 EXECUTIVE SUMMARY**

By doing research around our targeted location, our group decided to open a store which is franchising of selling chocolate bar and candy. Our type of business is partnership where we agreed on a percentage of each partner should contribute. Our company and shop's will be known as ChocoDeli which mean chocolate delicious. The name represents our delightful and delicious chocolate tastes. Our shop is located at Summer Shopping Mall at Kota Samarahan.

ChocoDeli is a form of business of partnership consist of 4 persons shareholders. Each of the partnership has their own percentage of capital contribution. Each of the partner are responsible for all of the business activities and each of them are qualified based on their skills and profession.

There are several company objectives that we have to set in order to maintain our quality and good services for our customer . We also maximize profit and lowering cost but maintaining our quality and able to conquer the chocolate market in Kota Samarahan.

To fully operate this business, we agreed that we will need a total RM10000 of loan from Maybank and the contribution of RM 50,000 from the partners depending on their percentages of shares. We are assured that this business will gain a big profit and publicity with our professional qualified skilled partners.

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30 July 2015

Miss,

**Submission of Business Plan**

As stated above, I am Mohd Haziq bin Mohammed Kamaluddin as the General Manager of ChocoDeli Bar which also represent my group members, would like to submit our business plan for your evaluation.

## **1.4 INTRODUCTION**

ChocoDeli is a partnership business franchise that consists of 4 shareholders which also consists of our general manager, marketing manager, financial manager and operation manager. All of our profit and losses or cost that occur will be divided according to the percentage of the shares. Partnership business is one of our strategies in making maximum profit. By sharing ideas, new strategies and solving any problem together we can achieve more efficient and effective productivity.

## **1.5 NAME OF THE COMPANY**

We, our team, have agreed that ChocoDeli is a perfect company name. We choose this name because it has an attractive meaning and does have a clear meaning of our products. ChocoDeli means, “chocolate delicious”. The meaning shows that our delicious chocolate products which have very delicate taste of cocoa beans.