

EXECUTIVE SUMMARY

Deli Cookies are soft cookies as opposed to hard cookies. The texture of soft cookies is more chewy and larger in size than basic cookies. The reason why we chose to produce this product is because the soft cookies taste more flavorful and are very easy to chew for people of all ages. whether it's a baby to the elderly who have trouble chewing hard food. Our cookies are delicious and very tasty with a variety of tempting toppings. among the flavors we provide are matcha, white chocolate macadamia, and nutella. We believe that our product can attract many customers even though it is still new and there are many competitors.

Our Deli Cookies location is located at No 3, Jalan Canggih 8, Taman Perindustrian Cemerlang, 81800 Ulu Tiram, Johor. It is an area of shophouses that is actively developing and is in a residential area. The place we chose is also a place where is the main route for working people to go to work. Because of that, the population of Ulu Tiram is also large and it became our target market to introduce our soft cookies. Our target market is 30 000 people of Ulu Tiram and nearby areas and we assume that 98% of this population will likely become our customers as our products are very suitable for all age groups. Residents basically come from all ages and regions.

We started with RM 86,000 for our capital to support our new business. We divided into six of us each which is RM 17,200 from the General Manager and RM 13,760 from Administration Manager, Marketing Manager, Production Manager and Finance Manager. We spend more money on the operational side to make sure that our output is in good condition and produces satisfactory quality. Our vision is to consistently provide customers with extraordinary cookies and services that go above and beyond their expectations. Our mission is we consistently deliver excellent customer service, and we consider customer happiness to be our ultimate goal.

BUSINESS BACKGROUND

BASIC INFORMATION

Business Name	Delicookies
Company Name	Delicookies Enterprise
Business Address	No. 3, Jalan Canggih 8, Taman Perindustrian Cemerlang, 81800 Ulu Tiram, Johor
Website	Delicookies.com
Telephone / Fax Number	Tel : +(60)7-5247 8906 Hp : +(60)10-309 5311
Form of Business	Partnership
Date of Commencement	1 December 2022
Date of Registration	1 January 2023
Registration Number	201901000005 (1312525-A)
Bank Account Number	15715727827775 (BANK ISLAM)

PURPOSES FOR STARTING THE BUSINESS

- 1** Opportunity for us to evaluate the business venture objectively, critically and practically.
- 2** To study and evaluate the potential of the cookie business.
- 3** To convince venture capitalists, investors and bankers in order to secure funding and support for the venture.
- 4** As a guideline for daily basis management of the business.
- 5** To be able to manage business resources more effectively.

PURPOSES OF PREPARING BUSINESS PLAN

1 To assess the success of a project and its potential to grow

With having a business plan by our side, we are determined to aim for the best in our business goals and try to reach our highest point of achievement while at the same time trying to maintain our success without declining too fast. Not merely that, we also want to see if there is any weakness that we should improve in doing our business operations in order for us to keep growing in the industry.

2 To apply for loans or financial aid from the appropriate financial institutions

To start and maintain a business, loans or financial aid is very important for any company. A business plan helps the company be easily recognized by the banks, investors, and other financial parties to receive financial aid from them easily.

3 To serve as a roadmap for the projected business's management

By having a business plan, any clarity about the business can be reduced in terms of mission, vision, and even financial allocation in operation. The company will also have a smoother journey for the year since we know our business goals.

4 To properly allocate firm resources

To properly allocate the firm resources, a business plan is very needed as it will be our guide in financing our money asset beforehand in making any decision for the business operation expenses. It will also reduce our risk of making any severe error regarding the company's financial assets.

PARTNERS BACKGROUND

GENERAL MANAGER



Name	Muhammad Fakhruallah Bin Daud
Identity Card Number	011121-01-0121
Current Address	5-9-17 Desa Riang, Jalan Batu Uban 3, 11700 Gelugor, Pulau Pinang
Date of Birth	21 November 2001
Email	fakhruallah.daud21@gmail.com
Phone Number	011-61412138
Marital Status	Single
Academic Qualification	<ul style="list-style-type: none">• SPM• Diploma in Information Management
Course Attended	<ul style="list-style-type: none">➤ Project management professional PMP➤ Wealth management
Skills	<ul style="list-style-type: none">✓ Capable of effective communication.✓ Capable of directing a group to achieve the goals.
Work Experience	<ul style="list-style-type: none">❖ Operation director of Mewah Holding (5 years)
Present Occupations	General Manager of DELICOOKIES
Contribution	RM17,200

ADMINISTRATION MANAGER



Name	Maisarah Nuraliyaa Binti Masrom
Identity Card Number	970214-01-0172
Current Address	No 4, Jalan Anggerik, Taman Chantek, 86200 Simpang Renggam
Date of Birth	14 February 1997
Email	maisarah112@gmail.com
Phone Number	012-7238989
Marital Status	Single
Academic Qualification	<ul style="list-style-type: none">• Diploma in Information Management
Course Attended	➤ Cloud computing
Skills	<ul style="list-style-type: none">✓ Interpersonal skills.✓ Professionalism.✓ Proficient in MS Office.
Work Experience	❖ Project manager of Indah Enterprise (4 years)
Present Occupations	Administration manager of DELICOOKIES
Contribution	RM13,760

MARKETING MANAGER



Name	Nurul Safina Binti Sapaat
Identity Card Number	960408-01-5774
Current Address	No 12, Taman Perdana, Johor
Date of Birth	8 April 1996
Email	safinal234@gmail.com
Phone Number	012-7765724
Marital Status	Single
Academic Qualification	<ul style="list-style-type: none">• Diploma in Information Management
Course Attended	➤ Digital marketing
Skills	<ul style="list-style-type: none">✓ Accepting the changes and thriving on them✓ Critical thinking and problem-solving skills✓ Good teamwork skills
Work Experience	❖ Chief marketing officer of Wani Holding (2 years)
Present Occupations	Marketing manager of DELICOOKIES
Contribution	RM13,760

OPERATION MANAGER



Name	Fatinnatul Atiya Binti Mohamad Zamri
Identity Card Number	990909-09-1989
Current Address	Lot 19, Jalan Mawar Utama Taman Walagonia, Perak
Date of Birth	9 September 1999
Email	fatinnatul28@gmail.com
Phone Number	011-39512857
Marital Status	Single
Academic Qualification	<ul style="list-style-type: none">• Diploma in Information Management
Course Attended	<ul style="list-style-type: none">➤ International Association for Six Sigma Certification➤ Certified Supply Chain Professional
Skills	<ul style="list-style-type: none">✓ Major in recognizing and addressing customer requirements✓ Data processing expertise
Work Experience	<ul style="list-style-type: none">❖ Chief operating officer of Pink Enterprise (2 years)
Present Occupations	Operation Manager of DELICOOKIES
Contribution	RM13,760

FINANCIAL MANAGER



Name	Muhammad Arif Firdaus Bin Mohd Hazly
Identity Card Number	980214-07-0247
Current Address	No 12, Raffel Residence Jalan 12, Minden Heights, 11700 Gelugor, Pulau Pinang
Date of Birth	14 February 1998
Email	arif2458@gmail.com
Phone Number	012-4224734
Marital Status	Single
Academic Qualification	<ul style="list-style-type: none">• Diploma in Information Management
Course Attended	➤ Chartered financial analyst
Skills	<ul style="list-style-type: none">✓ Commercial and business awareness.✓ Excellent communication and presentation skills.✓ High numeracy and sound technical skills.
Work Experience	❖ Chief financial officer of Wu Holding (1 year)
Present Occupations	Financial manager of DELICOOKIES
Contribution	RM13,760

SUPERVISOR



Name	Nurulizzati Binti Amat Nor
Identity Card Number	020821-01-0112
Current Address	No 5, Jalan SS 5/13, Taman Sri Saujana, Kota Tinggi, Johor.
Date of Birth	21 August 2002
Email	amatnornurulizzati@gmail.com
Phone Number	011-3095311
Marital Status	Single
Academic Qualification	<ul style="list-style-type: none">• Diploma in Information Management
Course Attended	➤ Business analytics
Skills	<ul style="list-style-type: none">✓ Incredibly good decision-making skills✓ Best at conflict resolution
Work Experience	❖ Operation consultant of Harum Holdings (3 years)
Present Occupations	Supervisor of DELICOOKIES
Contribution	RM13,760

PARTNERSHIP AGREEMENT

1

All of the partner of this business are agreeing to sign the agreement of the partnership on 1st December 2022.

The objectives of this partnership agreement are to avoid any criminal in business such fraud, money laundering, racketeering, and bribery to ensure the business will be run smoothly, effectively, and efficiently.

Below are the partners of **Deli Cookies Enterprise**:

NAME	IC NUMBER
1. MUHAMMAD FAKHRULLAH BIN DAUD	011121-01-0121
2. NURULIZZATI BINTI AMAT NOR	020821-01-0112
3. MAISARAH NURALIYAA BINTI MASROM	970214-01-0172
4. NURUL SAFINA BINTI SAPAAT	960408-01-5774
5. FATINNATUL ATIYA BINTI MOHAMAD ZAMRI	990909-09-1989
6. MUHAMMAD ARIF FIRDAUS BIN MOHD HAZLY	980214-07-0247

We, as a team, will be put our full effort on keep success by giving our best in order to provide the highest quality of product and the best services on behalf of the partnership.

Stated on our vision and mission, we will be dedicated to establishing our main goals in this industry. Together with the partnership of **Deli Cookies Enterprise** we will keep strive for time to time to bring profit for the business.

1) BUSINESS NAME

Six (6) partners under Partnership Act Registered 1961 (Amendment 1974) established DeliCookies Enterprise.

2) BUSINESS FORM

Our business operation will be based on the Business Registration Act 1956 (Revised 1978) our business is organized by the partnership.

2

3) BUSINESS LOCATION

No. 3, Jalan Canggih 8, Taman Perindustrian Cemerlang, 81800 Ulu Tiram, Johor

4) THE BUSINESS WILL BE START OPERATED

Our business will be start operated on 1st January 2023.

5) PARTNERS POSITION:

NAME	POSITION
1. MUHAMMAD FAKHRULLAH BIN DAUD	General manager
2. NURULIZZATI BINTI AMAT NOR	Supervisor
3. MAISARAH NURALIYAA BINTI MASROM	Administration manager
4. NURUL SAFINA BINTI SAPAAT	Marketing manager
5. FATINNATUL ATIYA BINTI MOHAMAD ZAMRI	Operation manager
6. MUHAMMAD ARIF FIRDAUS BIN MOHD HAZLY	Financial manager

6) PARTNER SHARES:

NAME	RM
1. MUHAMMAD FAKHRULLAH BIN DAUD	17,200
2. NURULIZZATI BINTI AMAT NOR	13,760
3. MAISARAH NURALIYAA BINTI MASROM	13,760
4. NURUL SAFINA BINTI SAPAAT	13,760
5. FATINNATUL ATIYA BINTI MOHAMAD ZAMRI	13,760
6. MUHAMMAD ARIF FIRDAUS BIN MOHD HAZLY	13,760

3

7) MANAGEMENT SALARIES

NAME	RM
1. MUHAMMAD FAKHRULLAH BIN DAUD	4,023
2. NURULIZZATI BINTI AMAT NOR	1,943
3. MAISARAH NURALIYAA BINTI MASROM	3,243
4. NURUL SAFINA BINTI SAPAAT	3,243
5. FATINNATUL ATIYA BINTI MOHAMAD ZAMRI	3,243
6. MUHAMMAD ARIF FIRDAUS BIN MOHD HAZLY	3,243

8) DEATH AND DISSOLVE

This partnership will keep continue operating even if they have one (1) of the partners happen to death.

9) LABOUR RIGHT

Each partner is entitled to take 12 days leave per.

10) ETHICS

All of the partners need to have a good spirit and passion. All partners should follow all the terms and conditions in the business in order to achieve success.

11) THIS AGREEMENT IS VALID FOR 1 YEAR STARTING FROM THE DATE OF AGREEMENT

- MUHAMMAD FAKHRULLAH BIN DAUD

Fakhrul

011121-01-0121

(GENERAL MANAGER)

- MAISARAH NURALIYAA BINTI MASROM

970214-01-0172

4

Maisarah

(ADMINISTRATION MANAGER)

- NURUL SAFINA BINTI SAPAAT

960408-01-5774

Safina

(MARKETING MANAGER)

- FATINNATUL ATIYA BINTI MOHAMAD ZAMRI

990909-09-1989

Atiya

(OPERATION MANAGER)

- MUHAMMAD ARIF FIRDAUS BIN MOHD HAZLY

980214-07-0247

Arif

(FINANCIAL MANAGER)

- NURULIZZATI BINTI AMAT NOR

Izzati

020821-01-0112

(SUPERVISOR)

ADMINISTRATION PLAN

MISSION

We consistently deliver excellent customer service, and we consider customer happiness to be our ultimate goal.

VISION

To consistently provide customers with extraordinary cookies and services that go above and beyond their expectations.

MOTTO

Cookies made from love!

OBJECTIVES

1. Employees will participate in training programs to improve their skills and will be trained by professionals selected by the Administration Department.
2. Increase total revenue by 20% over the next two years and the Marketing department will make plans to increase the sales.
3. Reduce production costs by 10% by the end of the year by the Finance department and they will lead in searching low cost suppliers.
4. Increasing the influence of the product in the target customer group and also local residents.

BUSINESS LOGO & DESCRIPTION

Our name is a combination of delicious and cookies. It is a simple name that is easy to remember.

Cookies are a product of our business and it is our identity.



The motto shows our cookies are made of our love and the customer will fall in love with our cookies in every bite.

Two loves refer to the relationship between us and the customers.

ORGANIZATIONAL CHART



GENERAL MANAGER
Muhammad Fakhruallah Bin Daud



MARKETING MANAGER
Nurul Safina Binti Sapaat



FINANCIAL MANAGER
Muhammad Arif Firdaus
Bin Mohd Hazly



ADMINISTRATION MANAGER
Maisarah Nuraliyaa Binti
Masrom



OPERATION MANAGER
Fatinnatul Atiya Binti
Zamri



SUPERVISOR
Nurulizzati Binti Amat Nor

ADMINISTRATION PERSONNEL SCHEDULE

General Manager

- To improve the potential and raise departmental revenues while monitoring the overall business operations.
- To ensure their employees complete all their assignments efficiently.
- To manage company objectives for a number of departments, they must have effective communication abilities to collaborate with staff across the business.
- The capability to make decisions since every decision has an impact on the business and the capacity to long-term plan other business activities.

Administration Manager

- Keeps administrative staff in place by hiring, interviewing, recruiting, and training staff.
- Manages clerical and administrative staff by outlining expectations, evaluating performance, and maintaining discipline.
- To ensure that all employees receive their pay, the appropriate annual bonus, insurance, and PERKESO and KWSP benefits.
- Monitors and procures needed supplies for office, reception, mailroom, and kitchen.

Marketing Manager

- Designing of advertising initiatives that can help the company grow and attract real customers (both offline and online).
- Creating interesting and informative content for the company's website, blog, social media accounts, and any other channels it might use for content marketing.
- Establishing long-lasting connections and collaborations with other important stakeholders
- Prepare and monitor the marketing budget on a quarterly and annual basis and allocate funds wisely

ADMINISTRATION PERSONNEL SCHEDULE

Operation Manager

- To establish the appropriate procedures and methods throughout the business.
 - Creating a strategy, enhancing operations, obtaining supplies and resources, and ensuring compliance.
 - Review materials, machine and equipment, manpower requirements.
 - Using quality control procedures to identify issues in the supply chain for the business.
-

Financial Manager

- Generating accurate financial reports and data.
 - Maintaining the financial health of the organization.
 - Compare the company's actual performance to the business plans by analysing costs, price, variable contributions, sales outcomes, and the company's financial success.
 - Conduct reviews and evaluations for cost-reduction opportunities.
-

Supervisor




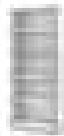
- Supervises and oversees staff to make sure they are productive and fulfilled in their position.
- Managing their team's workflow, or the activities needed to finish a job.
- Helping new staff to understand their role.
- Evaluating performance and giving feedback.
- Helping to resolve staff issues.

RUMUNERATION SCHEDULE

POSITION	No. of Staff	Monthly Salary (RM)	EPF (RM)	PAI (RM)	SOCSSO (RM)	TOTAL
General Manager	1	3400	360	53	210	4023
Administration Manager	1	2800	240	53	150	3243
Marketing Manager	1	2800	240	53	150	3243
Operational Manager	1	2800	240	53	150	3243
Financial Manager	1	2800	240	53	150	3243
Supervisor	1	1600	180	53	110	1943
TOTAL	6	16,200	1500	318	920	15,695

ADMINISTRATIVE BUDGET

Office Furniture and fittings

ITEM	QUANTITY	PRICE PER UNIT (RM)	TOTAL
Office Desk 	6	256.00	1546
Office Chair 	6	89.00	534
Meeting Table 	1	477.00	477
Meeting Chair 	6	152.00	792
File Rack 	1	429.00	429
TOTAL			3780




ADMINISTRATIVE BUDGET

Office Equipment

ITEM	QUANTITY	PRICE PER UNIT (RM)	TOTAL
Computer 	6	2854.00	17,124
Printer 	2	361.00	722
Internet Modem 	1	113.00	113
Air Conditioner 	2	1130.00	2260
Telephone 	1	105.00	105
TOTAL			20,326

ADMINISTRATIVE BUDGET

Stationaries

ITEM	QUANTITY	PRICE PER UNIT (RM)	TOTAL
A4 Paper 	1 Carton	50.00	50.00
Filer 	6	10.00	60.00
Tag line 	6	6.70	40.2
Pen 1 set (1 blue, 1 black, 1 red) 	6	5.30	31.8
Tag line 	5 boxes	15.00	15.00
Scissor 	3	3.80	11.40
Folder 	6	0.40	2.40
Liquid Paper 	3	2.30	6.90

ADMINISTRATIVE BUDGET

Stationaries

Pencil 	1 box	1.20	1.20
Penmarker Color 	1 set	156.00	156.00
Calculator 	2	23.00	46.00
Eraser 	1	4.40	4.40
Stamp Pad 	2	8.00	16.00
Stamp Clay 	3	9.00	27.00
TOTAL			471.30

ADMINISTRATIVE BUDGET

Particulars	Fixed Assets Expenses (RM)	Monthly Expenses (RM)	Other Expenses (RM)	Total
Fixed Assets				
Office Furniture and fittings (refer table)	2386	-	-	2386
Office Equipment (refer table)	20,326	-	-	20,326
Vehicle (office use only)	65,000	-	150	65,150
Land & Building Payment		2780		2780
Working Capital				
Remuneration (refer table)		15,695		15,695
Stationaries		472.30		472.30
Other Expenditure				
Course attended			11,000	11,000
Marketing expenditure			1290	1290
Operation expenditure			58,149	58,149
Pre-Operations				
Deposit (rent, utilities, etc.)			3554	3554
Business Registration & Licences			12,550	12,550
Insurance & Road Tax for vehicle			2461	2461
Other Pre-Operations Expenditure			8276	8276
Total	87,712	18,947.30	97,430	204,089.30

MARKETING PLAN

Marketing is described as the activity, collection of organizations, and processes involved in creating, communicating, delivering, and trading value-added transactions with consumers, customers' associates, and society as a whole.

Marketing objective

- To increase the profit and the revenue of the company to a greater level.
- To ensure our business is introduced to the public and reaches the target market efficiently.
- To build trust in the brand among the target customers along with alluring them to be interested in buying our product.

Market size

The number of people in a certain market that are potential buyers and sellers of a product or service from the target market is referred to as market size. Purchase of a competitor's product in the same market is included in the potential purchase. The target market estimate is based on information about the specific market that the company wishes to enter. We consider that there are 123,860 people in Ulu Tiram, Johor. Our product only can be consumed by customers that are 4 years old and older. 10% of 123,860 people in Ulu Tiram, Johor are babies that are 3 years old and below.

The population of people in Ulu Tiram	123,860
The population of people in Ulu Tiram age (4-50 years)	111,474
The population of people in Ulu Tiram age (3 years and below)	12,386
The targeted population of people in Ulu Tiram from age 4-50 years that buy our soft cookies	$50\% \times 111,474$ = 55,737 people



White chocolate matcha



Nutella



White chocolate macadamia

RM 3.90 /pcs

Market price

The target market	Market size
55,737 people	RM 652,122.90 /monthly RM 7,825,474.80 /yearly

- Market size per month = $55,737 \times \text{RM } 11.70$
= RM 652,122.90
- Market size per year = $55,737 \times \text{RM } 11.70 \times 12 \text{ months}$
= RM 7,825,474.80

Product description

We offer soft cookies created with high-quality, tempting ingredients. We chose soft cookies since most people are predicting cookies to be crunchy. We intend to show everyone that soft cookies are more delicious than crunchy cookies. In our business, we provide 3 flavors which are white chocolate macadamia, nutella and white chocolate matcha.

This product comes out with proper packaging which is easy to carry and bring it everywhere. The packaging that we use is a mini paper bag and if customers buy more than two soft cookies, we have provided the paper box for them.



Target market

The target market is a major element in the development of a marketing strategy. A target market is a group of customers or groups that are most likely to acquire a company's products or services. We have taken several initiatives to guarantee that our marketing plan meets and fulfills the satisfactions and demands of our customers.

There are four market segmentations for target market which are demographics, geographic, psychographics and behavioral segmentation. We have decided to use demographics and behavioral segmentation.

1 Behavioral segmentation. The division of a population based on their behaviour, or how they respond to, use, or are aware of a product. The conduct of the customer or consumer influences their choice. People nowadays attempt to keep up with the latest trends and viral items. It includes snacks and beverages. A young generation, in particular, will enjoy and like our soft cookies because they are interested in trying new and trendy things.

2 Demographic segmentation. The most basic and broad sort of market segmentation. It separates the population based on factors. Age, life cycle stage, gender, income and religion, race and nationality are the five major categories of factors. Customers' demands and desires change as they become older. The menu that we offer is appropriate for children aged 4 and above since the ingredients we use are not harmful to anyone.

SALES FORECAST

Sales forecast

- Average sales per month = RM 652,122.90
- Average sales per year = RM 7,825,474.80

Month	White Chocolate Macadamia (RM3.90)	White Chocolate Matcha (RM3.90)	Nutella (RM3.90)	Sales (RM)
January	217,561.45	217,000.00	217,561.45	652,122.90
February	217,600.00	217,070.00	217,565.00	652,235.00
March	217,561.00	215,000.00	217,561.50	650,122.50
April	217,561.00	217,000.00	217,561.45	652,122.90
May	217,452.98	217,400.98	217,504.98	652,358.94
June	217,561.45	217,561.45	217,000.00	652,122.90
July	218,000.90	217,197.04	217,397.04	652,594.98
August	217,452.98	217,400.98	217,504.98	652,358.94
September	217,600.00	217,070.00	217,565.00	652,235.00
October	217,494.29	217,400.29	217,588.29	652,482.88
November	217,504.98	217,400.98	217,561.45	652,358.94
December	217,561.45	217,504.98	217,400.98	652,358.94
Total				7,825,474.82

COMPETITORS ANALYSIS

Based on the research by Delicookies marketing team, there are two competitors who served soft cookies within the Ulu Tiram market.



CHUNKY

No 29, Jalan Tiram 1/6, Bandar Tiram, 81800
Ulu Tiram, Johor.



AEIRA SOFT BAKED COOKIES

34, Jalan Ledang 17, Taman Bukit Tiram,
81800 Ulu Tiram, Johor.

SWOT Analysis

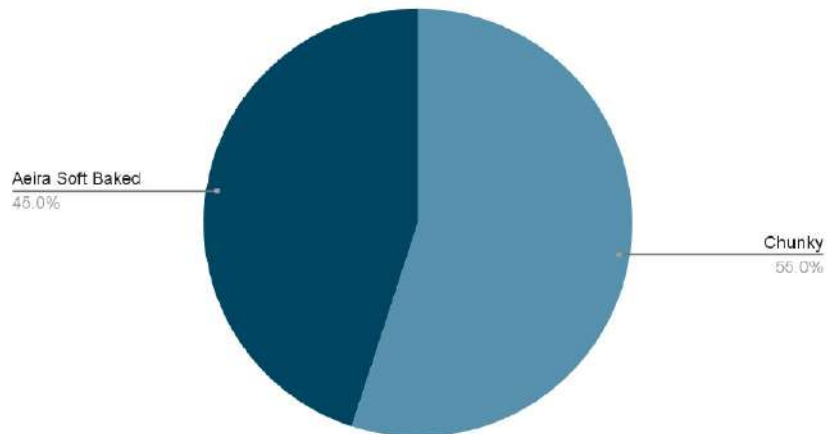
Competitors	Strength	Weakness
Chunky	- Using high-quality ingredients to make delicious soft cookies	- The price offered is too expensive
Aeira Soft Baked Cookies	- Offers a variety of soft cookies that will attract a wide range of customers.	- Rarely promote the products they sell on their social media profiles.

MARKET SHARE

MARKET SHARE BEFORE THE ENTRY

Competitors	Percentage (%)	Amount (RM)
Chunky	55	RM 11,054,684
Aeira Soft Baked Cookies	45	RM 9,044,743
Total	100	RM 20,099,427

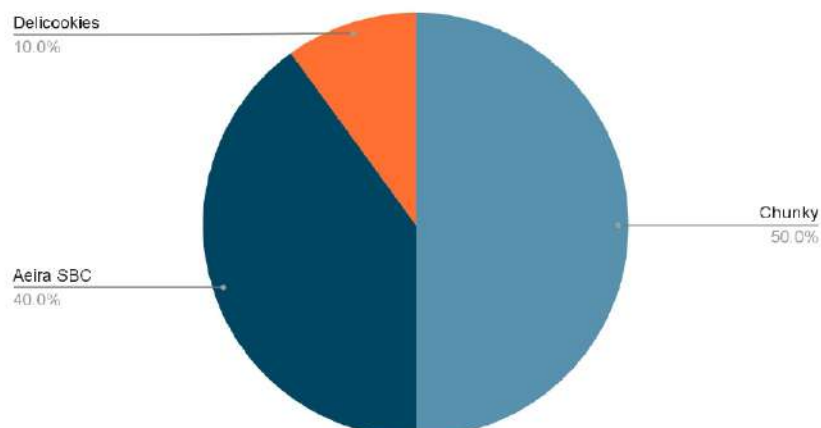
Points scored



MARKET SHARE AFTER THE ENTRY

Competitors	Percentage (%)	Amount (RM)	Percentage of loss %
Chunky	50	RM 10,049,714	1
Aeira Soft Baked Cookies	40	RM 8,039,771	1
Deliccookies	10	RM 2,009,942	-
Total	100	RM 20,099,427	-

Points scored



MARKET PERSONNEL SCHEDULE

Marketing personnel

Position	No. of Staff	Monthly Salary (RM)	EPF (RM)	PAI (RM)	SOCSSO (RM)	TOTAL
General Manager	1	2800	240	53	150	3243

Schedule of task and responsibilities

Position	Task
Marketing Manager	<ul style="list-style-type: none">• Developing, implementing and executing great marketing strategies for business growth.• Collaborate with the operations team in making the business in demand and develop promotions following the strategic marketing objectives of the company.• Observe the industry and media trends in creative approach and collaboration opportunities.• Managing social media accounts by providing captivating content that can lure customers in by being interested in our cookies.

MARKETING STRATEGY

Delicookies sees marketing as an important means of expanding the business. This is because marketing strategies are one of the most significant components of operating a business because they serve as a guideline for owners to build their business. It's a strategy for increasing sales by focusing on our objectives and figuring out how to achieve them more efficiently.

Variables	List
1. Product strategies	<ul style="list-style-type: none">• Product quality
2. Pricing strategies	<ul style="list-style-type: none">• Affordable price
3. Place strategies	<ul style="list-style-type: none">• Strategic place
4. Promotion strategies	<ul style="list-style-type: none">• Instagram• Facebook• Signboard• Banners• Business card

Product quality

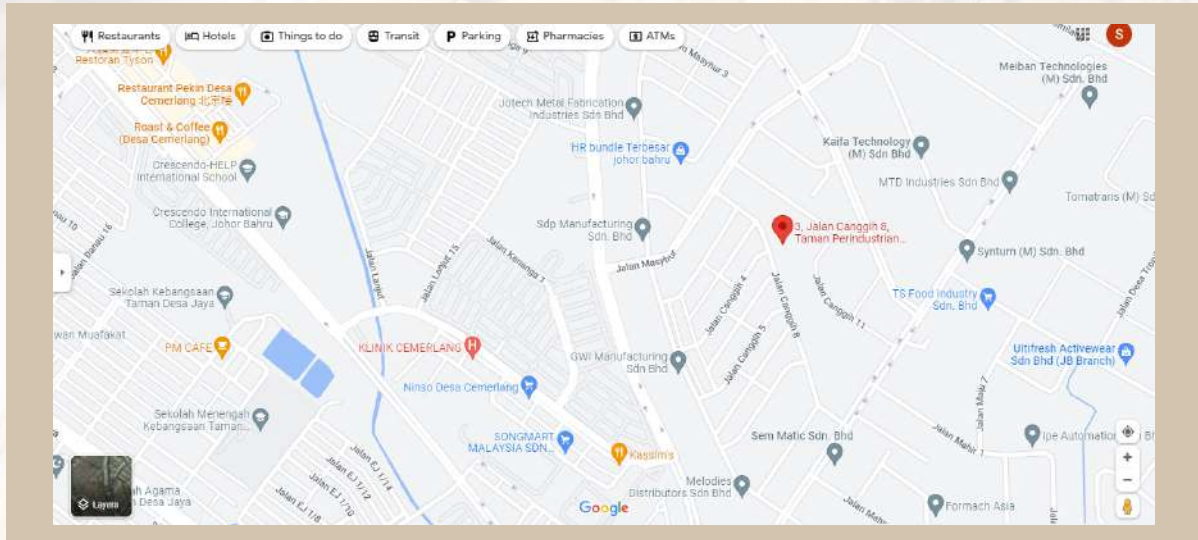
We chose soft cookies since most people are predicting cookies to be crunchy. We intend to show everyone that soft cookies are more delicious than crunchy cookies. In our business, we provide 3 flavors which are white chocolate macadamia, nutella and white chocolate matcha. We offer soft cookies created with high-quality, tempting ingredients. We use high-quality ingredients because we want our customers to be satisfied with the soft cookies they purchase from us.

Pricing strategy

Delicookies is offering soft cookies with a reasonable price that can be afforded by the public, especially among the middle and lower class. Everyone may enjoy our store's soft cookies without worrying about the price. The price we offer is indeed contrasted with the existing Soft cookies store in Ulu Tiram that set up a high price for all the soft cookies flavor. As a result, the customers will be in awe with the price offered which will be a great market strategy for the price. That being stated, we are confident that when our target market sees our price list, they will be interested in our soft cookies.

Place strategy

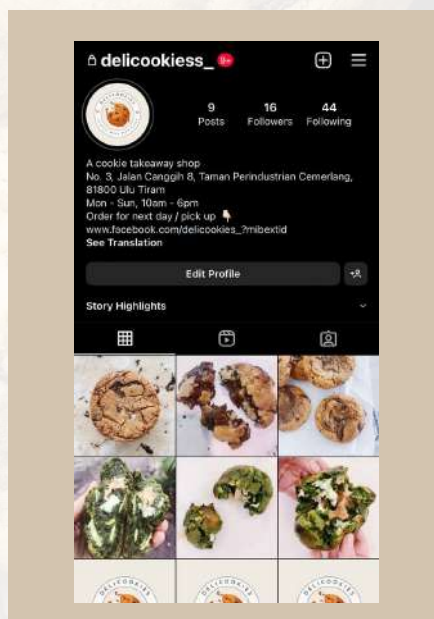
The location of a business is certainly important in determining the potential of the business's success. As a result, all of the partners have decided on Ulu Tiram, Johor as a strategic location. This is due to the large density of population, which allows us to have a promising number of targeted customers. Many factories are near to our place of operations. As a result, factory employees can stop by our store before going to work to get our soft cookies. We highly believe that this particular location will be the key for our business to welcome numerous customers from all aspects.



Promotion strategy

- Instagram

Instagram, as we all know, is popular among youngsters all around the world. Because Instagram has a large user base, especially in Malaysia, it is incredibly useful to market on the platform. Furthermore, Instagram makes it simple for business owners to sell their items because we can post photos, videos, and even live streaming. Aside from that, it is easier for customers to know about our cookies since we simply need to provide our contact information, such as phone number, email, or even website, in the bio, and clients can access all of them with a single click.



- Facebook

As a marketing platform, we also use Facebook. If Instagram is popular among teens, Facebook is popular among adults. We are pursuing a larger audience, thus combining both platforms will significantly increase our company sales. Furthermore, because Facebook is the largest and most-used social media network, I feel it is a worthy effort to utilise Facebook as our social media platform for company promotion rather than Instagram. Facebook also provides cheaper and faster marketing strategies.

- Signboard

Our sign board also serves as an advertising method to promote the business to the public, particularly those that pass by our shop. The standards and procedures for putting up a sign board in the business are executed as shown in the image below. To supplement the need for a sign board, the business name, kind of business, registration number, email, and are added. Not only that, but it is important to provide additional information about our company to the public ahead of time. They can contact us by using the email address provided for any inquiries.



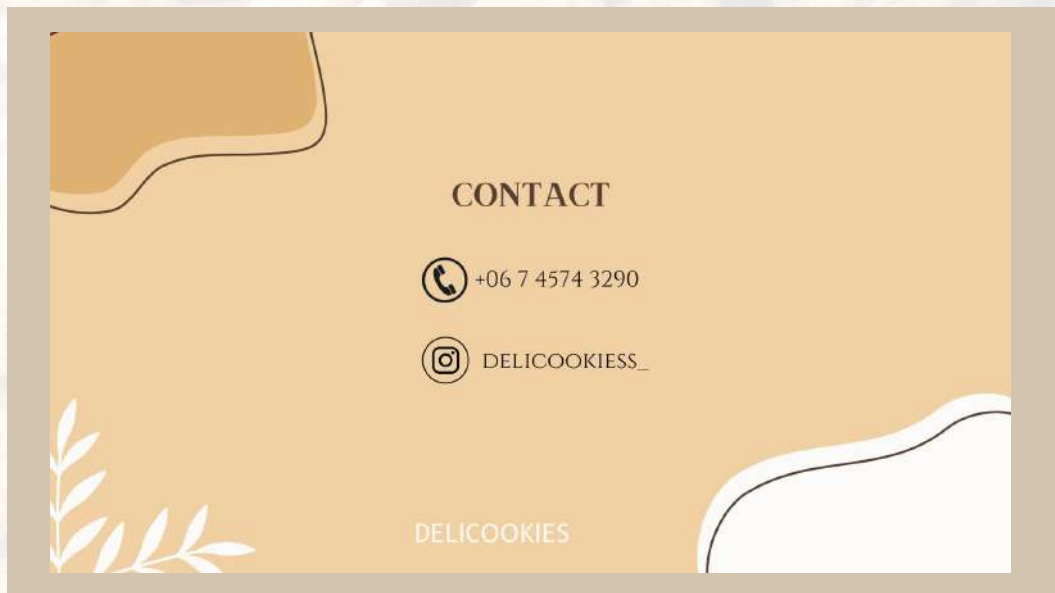
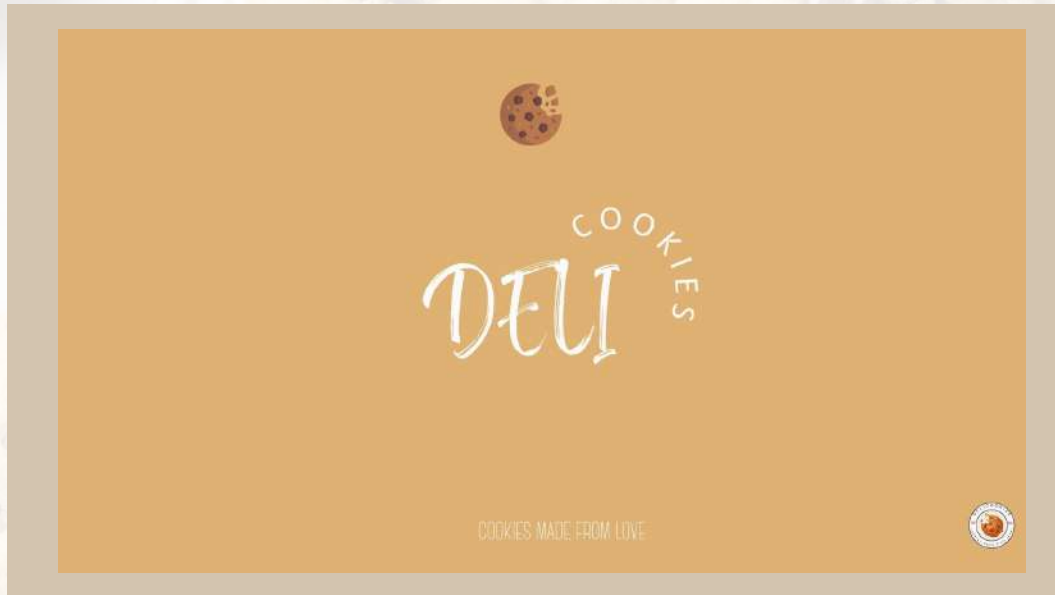
- Banner

To help the business in being widely known, we will provide an appealing banner that will be put up around Ulu Tiram. The phrase “grand opening” is written in bold red to give an emphasis towards it with the aim of alluring the public to take a look at the banner.



- Business card

An exquisite business card will be produced for our business. Using a very unique design is important because it serves as our company's first impression.



Marketing budget

Items	Fixed asset (RM)	Monthly expenses (RM)	Other expenses (RM)	Overall total
Fixed asset: Signboard Banners	RM 800.00 RM 250.00			-
Working capital: Printing cost (Business card) Place rent for banners		RM 50.00 RM 100.00		-
Other expenditure: Signboard licence			RM 90.00	-
Total	RM 1050.00	RM 150.00	RM 90.00	RM 1290.00



Operational Plan



INRODUCTION

An operation plan is a highly detailed plan that outlines how a team or department contributes to the achievement of company goals. It describes the daily tasks involved in running a business. An operating plan, when properly developed, ensures that each manager and employee understands their specific responsibilities as well as how they should be carried out within a specified time frame. It is critical to plan out the day-to-day tasks that will ensure a clear path to your business and operational goals.

Aside from that, managing operations is critical to ensuring that the business is able to produce products or deliver services in accordance with the customer's specifications, quality, and time frame. Operations management is the process of transforming business inputs into output in the form of products or services.

A strategic plan assists your company in defining long-term goals and achieving the big picture. Operating plans specify which processes must be completed in order to achieve those objectives. An operating plan supplements the efforts of a strategic plan by ensuring that everyone's day-to-day tasks are completed as efficiently as possible. Both are action plans, and because the success of the strategic plan is heavily reliant on the efficiency of the operating plan, you should develop it immediately after outlining your long-term strategy.

A successful business will never choose between an operational and a strategic plan. Market leaders, on the other hand, make certain that they have both. Simply put, a strategic plan outlines your long-term goals for the future, whereas an operating plan outlines how you'll get there through day-to-day operations.

SYMBOLS OF PROCESS CHART:



OPERATIONAL

Activity that modify, transform or added value to the input.



TRANSPORTATION

Movement the material or goods from one place to another.



INSPECTION

Activity that measure the standard or quality.



DELAY

Process is delayed because in process materials are waiting for next activities.



STORAGE

Finished product or goods are stored in the storage area.

PROCESS PLANNING AND PRODUCTION LAYOUT

PROCESS FLOW CHART



Place a raw material order with a supplier



Receive raw materials from the supplier.



Evaluate the materials quantity and quality.



Keep the raw materials in storage.



Start the processing and manufacturing to make the cookies.



Waiting the cookies to be done.



Place the cookies in the jar.



Evaluate the quality and quantity of cookies.



Use social media to promote our business.



Wait for a customer to visit our store.



Receiving order from customer.



Receive payment from the customer.

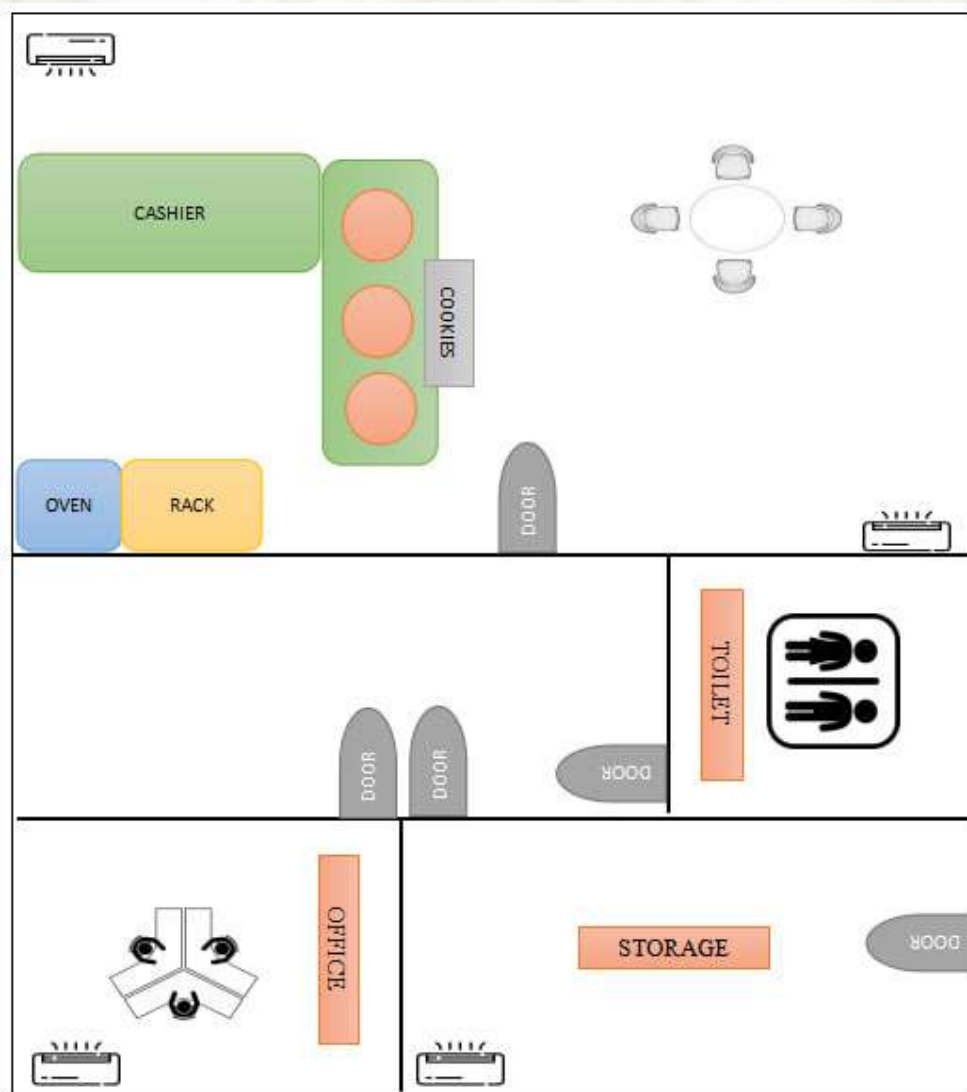


Prepare an order for the customer based on the customer's order.



Serve to the customer.

OPERATION LAYOUT



PRODUCTION/ CAPACITY PLANNING

Average sales forecast per year.	= RM7825,474.80
Price 3 types of cookies.	= RM11.70
Number of outputs per month.	= $\frac{\text{RM7825,474.80}}{\text{RM11.70}}$
	= 668,844 unit per year
Average outputs to be produces per month	= $\frac{668,844 \text{ unit per years}}{12 \text{ month}}$
	= 55,737 unit per month
Number of outputs per month.	= 55,737 unit per month
Average sales forecast per month.	= 55,737 unit per month x RM11.70 3 types of cookies
	= RM652,122.90
If the number of working days per month is 26 days	= 55,737
Number of outputs per month.	= $\frac{55,737}{26 \text{ days}}$
	= 2143.73 unit per days
Average sale forecast per day.	= 2143.73 unit per days x RM11.70
	= RM25,081.65

MATERIALS REQUIREMENT



FLOUR



BROWN SUGAR



WHITE SUGAR



**UNSALTED
BUTTER**



**VANILLA
EXTRACT**



EGG



NUTELLA



**WHITE CHOCOLATE
CHUNK**



**MATCHA
POWDER**



MACADAMIA



BAKING SODA



SALT



PACKAGING

MATERIALS REQUIREMENT SCHEDULE


NO	ITEMS	QUANTITY	SAFETY STOCK	TOTAL MATERIALS REQUIREMENT	PRICE/ UNIT (RM)	TOTAL PRICE (RM)
1	Flour	100kg	25kg	125kg	RM80 per 25kg	RM10,000
2	Brown sugar	100kg	20kg	120kg	RM5 per 1kg	RM600
3	White sugar	100kg	20kg	120kg	RM5 per 1kg	RM600
4	Unsalted butter	50kg	10kg	60kg	RM18 per 1kg	RM1080
5	Vanilla extract	3 liter	1 liter	4 liter	RM10 per 1 liter	RM80
6	Egg	2 carton	1 carton	3 carton	RM20 per 1 carton	RM60
7	Nuttela	5kg	1kg	6kg	RM110 per 3kg	RM220
8	White chocolate chunk	5kg	1kg	6kg	RM25 per 1kg	RM150
9	Matcha powder	5kg	1kg	6kg	RM40 per 1kg	RM240
10	Macadamia	5kg	1kg	6kg	RM50 per 1kg	RM300
11	Baking soda	4kg	1kg	5kg	RM10 per 1kg	RM50
12	Salt	50kg	10kg	60kg	RM3 per 1kg	RM180
13	Packaging	8000 pieces	100 pieces	8100 pieces	RM1 per 1pcs	RM8100
TOTAL						RM21060

LIST OF RAW MATERIALS SUPPLIER

NO	ITEMS	NAME OF SUPPLIERS	CONTACT AND ADDRESS
1	<ul style="list-style-type: none"> Flour Brown sugar White sugar Salt Unsalted butter Vanilla extract Egg Nuttela White chocolate chunk Matcha powder Macadamia Packaging 	Eastern Food Industries	07- 8672134 NO.11 Jalan Maju 9, Taman Perindustrian Camerlang Ulu Titam, 81800, Johor.






MACHINES AND EQUIPMENT PLANNING

NO	MACHINES	QUANTITY	PRICE PER UNIT (RM)	TOTAL PRICE (RM)
1	Oven 	2	RM 2699	RM 5398
2	Chiller 	2	RM 1549	RM 3098
3	Whisk 	2	RM 5	RM 10
4	Spatula 	2	RM 3	RM 6
5	Cash register machine 	1	RM 1589	RM 1589
6	Finger print punch card	1	RM 79	RM 79

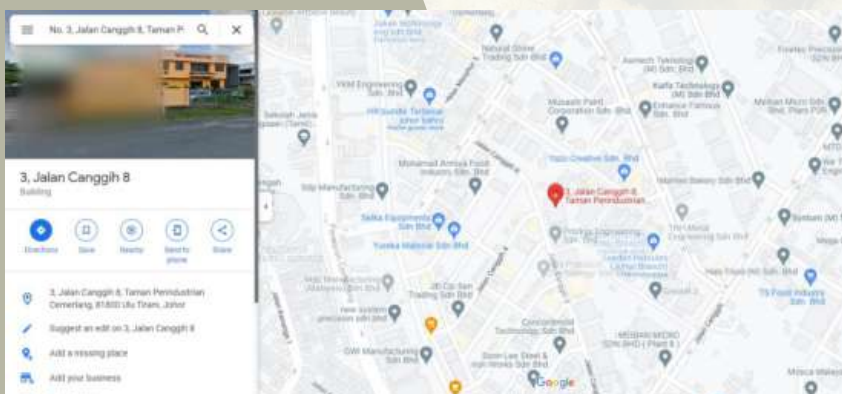
				
7	Knife 	1	RM4	RM4
8	Tray 	3	RM 20	RM60
9	Scales 	1	RM 89	RM89
10	Bowl 	2	RM 15	RM30
11	Mixer 	2	RM1996	RM3992
12	Flour sifter 	2	RM6	RM12
TOTAL				RM14367

LOCATION

FURNITURES SCHEDULE

NO	FURNITURES AND FITTINGS	QUANTITY	PRICE PER UNIT (RM)	TOTAL PRICE (RM)
1	Set tables and chairs 	2	RM425	RM 850
2	Air conditioner 	4	RM659	RM 2636
3	Storage rack 	2	RM165	RM 330
4	Fluorescent lamp 	12	RM27	RM 324
5	Decorative lamp 	3	RM50	RM 150
6	Renovation	-	RM17000	RM 17000
TOTAL				RM 21290

LOCATION



3, Jalan Canggih 8, Taman Perindustrian Cemerlang, 81800 Ulu Tiram, Johor. Our location is very strategic because it has a large population. As a result, our shop is frequented by many people, particularly in the morning because it is located on a main road that is frequently used to travel somewhere. Furthermore, our store location is easy to locate on maps. What's more, our store is easily accessible by public transportation, such as Grab car.

MANPOWER PLANNING

Task and Responsibilities of Operational Manager:

The most important aspect of an operations manager's job is his or her roles and responsibilities. The roles and responsibilities of an operations manager position are typically outlined in the job description. Here are some of the most important roles and responsibilities of an operations manager.

- Organizing events to boost employee motivation and engagement
- Data analysis to determine the cost-benefit ratio
- Utilizing quality control checks to identify problems in the company's supply chain
- Setting up and monitoring employee schedules

MONTHLY CALCULATING SALARY

DESIGNATION	NO. OF WORKERS	SALARY (RM)	EPF (RM)	SOCSSO (RM)	EIS (RM)	PAI	TOTAL (RM)
OPERATIONAL MANAGER	1	2600	240	150	0	53	3043
EMPLOYEE 1	1	1400	176	31.90	3.20	0	1611
EMPLOYEE 2	1	1400	176	31.90	3.20	0	1611
TOTAL	3	4400.00	539	638	6.40	63	6265

Delicookies Manpower Planning:

1. Time measure to whisk together the raw ingredient is about 20 minutes to 30 minutes.

2. Time measure to chill the cookies dough is about 1 hours or 2 hours.

3. Time measure to bake the cookies dough is about 10 minutes.

4. Time measure the cookies to cool is about 10 minutes.

5. Standard time to provide 3 types of cookies is about 3 hours for 300 cookies.

6. Productive time to produce 3 types of cookies:

l Working hour per day - allowances for prayer time and rest hour per day

= 12 hours - 2 hours

= 10 hours

= 600 minutes

7. Planned rate production per day

= (186 x 180 minutes / 300 cookies)

= 112 minutes

8. No of workers required

Planned rate production per day / productive time per day x (Workers standard time per unit)

= (112 / 600 minutes) x (180 minutes)


= 33.6 workers

= 2 workers

OVERHEAD REQUIREMENT

No	Overhead per month	Cost (RM)
1	Electricity	400
2	Water supply	200
3	Telephone bills	60
4	Maintenance	150
5	Internet	200
TOTAL		1010

PERMITS/ LICENSES REQUIREMENT

ITEMS	TYPES	REMARK
Business registration	Certificate for partnership business	 <p>SSM SURUHANJAYA SYARIKAT MALAYSIA COMPANIES COMMISSION OF MALAYSIA (Agensi di bawah KPDNKK)</p>
EPF	Regulations	 <p>KWSP EPF</p>
SOCSSO	Regulations	 <p>PERKESO</p>
EIS	Regulations	 <p>EIS EMPLOYMENT INSURANCE SYSTEM</p>
PAI	Insurance	 <p>Personal Accident Insurance</p>
Typhoid injection	Regulations	 <p>TYPHOID VACCINE</p>

OPERATIONAL BUDGET

ITEMS	FIXED ASSET (RM)	MONTHLY EXPENSES (RM)	OTHER EXPENSES (RM)
FIXED ASSETS:			
Machine and equipment	14367		
Furniture schedule	21290		
MONTHLY EXPENSES:			
Raw materials		21060	
Overhead requirement		1010	
OTHER EXPENSES:			
Staff benefit			422.20
TOTAL	35657	22070	422.20
OVERALL TOTAL	58149.20		

FINANCIAL PLANNING

Financial planning is the process of determining one's or an organization's financial goals and how to reach them. It involves documenting one's or an organization's present financial condition. In and of itself, a financial plan is a document that acts as a road map for a person's or company's financial development.

MARKETING EXPENDITURE	
Fixed Assets	RM
Signboard	800
Banners	250
Working Capital	
Printing cost (Business card)	50
Place rent for banners	100
Other Expenditure	
Other Expenditure	90
Pre-Operations	
Deposit (rent, utilities, etc.)	
Business Registration & Licences	
Insurance & Road Tax for Motor Vehicle	
Other Expenditure	
TOTAL	1,290

ADMINISTRATIVE EXPENDITURE	
Fixed Assets	RM
Land & Building	2,780
Office Furniture and fittings	3,780
Office Equipment	20,326
Vehicle	65,150
Working Capital	
Salaries, EPF & SOCSO	15,695
stationery	472
Other Expenditure	
Other Expenditure	11150
Pre-Operations	
Deposit (rent, utilities, etc.)	3,554
Business Registration & Licences	12,550
Insurance & Road Tax for Motor Vehicle	2,461
Other Expenditure	8,276
TOTAL	146,194

OPERATIONS EXPENDITURE	
Fixed Assets	RM
Machine and equipment	14,367
Furniture schedule	21,290
Working Capital	
Raw Materials	21,060
Carriage Inward & Duty	
Salaries, EPF & SOCSO	6,265
Overhead requirement	1,010
Other Expenditure	
Other Expenditure	422.2
Pre-Operations	
Deposit (rent, utilities, etc.)	
Business Registration & Licences	
Insurance & Road Tax for Motor Vehicle	
Other Expenditure	
TOTAL	64,414

Year 1	SALES PROJECTION		Year 1	PURCHASE PROJECTION	
	Month 1	652,123		Month 1	21,060
	Month 2	652,235		Month 2	21,060
	Month 3	650,123		Month 3	25,030
	Month 4	652,123		Month 4	25,030
	Month 5	652,359		Month 5	23,600
	Month 6	652,123		Month 6	23,600
	Month 7	652,595		Month 7	20,200
	Month 8	652,359		Month 8	22,300
	Month 9	652,235		Month 9	22,300
	Month 10	652,483		Month 10	24,600
	Month 11	652,359		Month 11	23,530
	Month 12	652,359		Month 12	23,530
	Total Year 1	7,825,475		Total Year 1	275,840
Year 2	ToTal Year 2	8,216,749		ToTal Year 2	289,632
Year 3	Total Year 3	8,791,921		Total Year 3	309,906

Delicookies					
PROJECT IMPLEMENTATION COST & SOURCES OF FINANCE					
Project Implementation Cost			Sources of Finance		
Requirements		Cost	Loan	Hire-Purchase	Own Contribution
Fixed Assets					Cash Existing F. Assets
Land & Building		2,780	2,780		
#REF!		3,780			3,780
Office Furniture and fittings		20,326			20,326
Vehicle		65,150	65,150		
Signboard		800			800
Banners		250	250		
Machine and equipment		14,367			14,367
Furniture schedule		21,290			21,290
Working Capital	1 months				
Administrative		16,167			16,167
Marketing		150			150
Operations		28,335			28,335
Pre-Operations & Other Expenditure		38,503			38,503
Contingencies	5%	10,595			10,595
TOTAL		222,493	68,180		154,313

Delicookies
PRO-FORMA INCOME STATEMENT

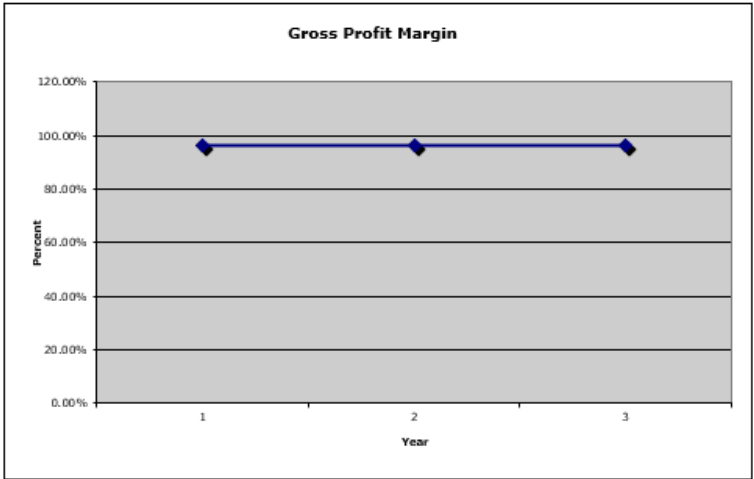
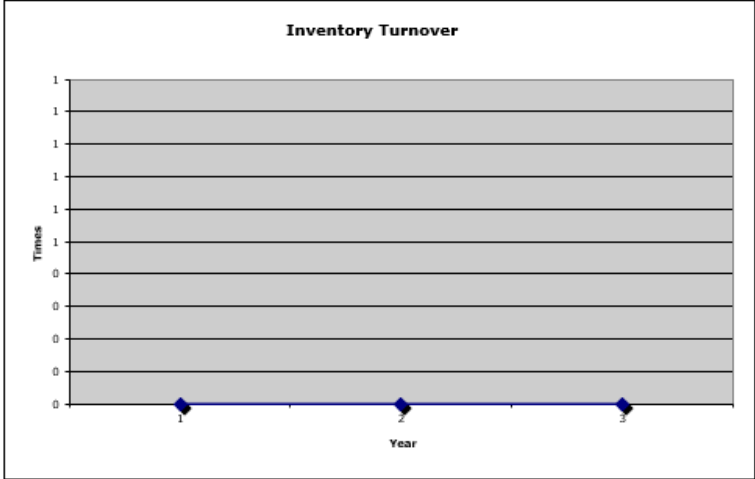
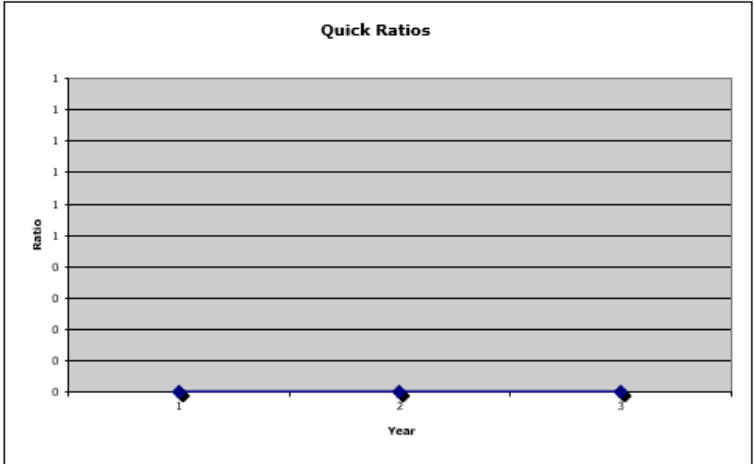
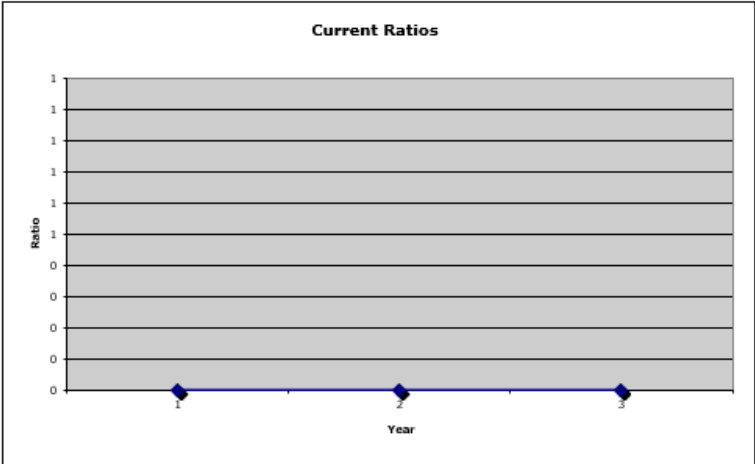
	Year 1	Year 2	Year 3
Sales	7,825,475	8,216,749	8,791,921
Less: Cost of Sales			
Opening stock			
Purchases	275,840	289,632	309,906
Less: Ending Stock			
Carriage Inward & Duty	275,840	289,632	309,906
Gross Profit	7,549,635	7,927,117	8,482,015
Less: Expenditure			
Administrative Expenditure	194,008	203,708	213,893
Marketing Expenditure	1,800	1,890	1,985
Other Expenditure	11,662	12,245	12,858
Business Registration & Licences	12,550		
Insurance & Road Tax for Motor Vehicle	2,461	2,461	2,461
Other Pre-Operations Expenditure	8,276		
Interest on Hire-Purchase			
Interest on Loan	3,409	3,409	3,409
Depreciation of Fixed Assets	25,193	25,193	25,193
Operations Expenditure	87,300	91,665	96,248
Total Expenditure	346,658	340,571	356,046
Net Profit Before Tax	7,202,976	7,586,546	8,125,968
Tax	0	0	0
Net Profit After Tax	7,202,976	7,586,546	8,125,968
Accumulated Net Profit	7,202,976	14,789,522	22,915,491

Delicookies
PRO-FORMA BALANCE SHEET

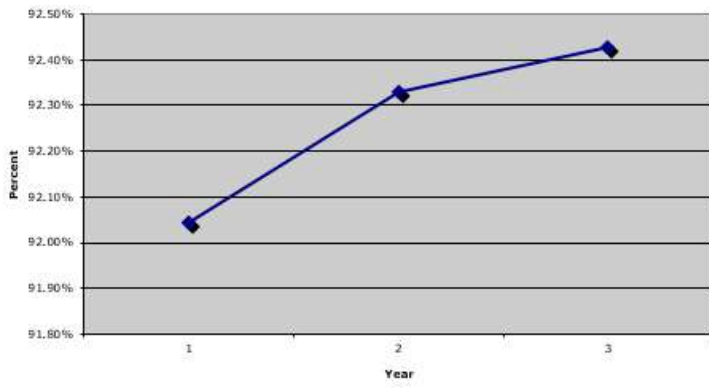
	Year 1	Year 2	Year 3
ASSETS			
Non-Current Assets (Book Value)			
Land & Building	2,780	2,780	2,780
#REF!	3,024	2,268	1,512
Office Furniture and fittings	16,261	12,196	8,130
Vehicle	52,120	39,090	26,060
Signboard	640	480	320
Banners	200	150	100
Machine and equipment	11,494	8,620	5,747
Furniture schedule	17,032	12,774	8,516
Other Assets			
Deposit	3,554	3,554	3,554
	107,104	81,912	56,719
Current Assets			
Stock of Raw Materials	0	0	0
Stock of Finished Goods			
Accounts Receivable			
Cash Balance	7,304,729	14,902,832	23,040,357
	7,304,729	14,902,832	23,040,357
TOTAL ASSETS	7,411,834	14,984,744	23,097,076
Owners' Equity			
Capital	154,313	154,313	154,313
Accumulated Profit	7,202,976	14,789,522	22,915,491
	7,357,290	14,943,836	23,069,804
Long-Term Liabilities			
Loan Balance	54,544	40,908	27,272
Hire-Purchase Balance			
	54,544	40,908	27,272
Current Liabilities			
Accounts Payable			
TOTAL EQUITY & LIABILITIES	7,411,834	14,984,744	23,097,076

Delicookies FINANCIAL RATIO ANALYSIS			
	Year 1	Year 2	Year 3
LIQUIDITY			
Current Ratio	#DIV/0!	#DIV/0!	#DIV/0!
Quick Ratio (Acid Test)	#DIV/0!	#DIV/0!	#DIV/0!
EFFICIENCY			
Inventory Turnover	#DIV/0!	#DIV/0!	#DIV/0!
PROFITABILITY			
Gross Profit Margin	96.48%	96.48%	96.48%
Net Profit Margin	92.05%	92.33%	92.43%
Return on Assets	97.18%	50.63%	35.18%
Return on Equity	97.90%	50.77%	35.22%
SOLVENCY			
Debt to Equity	0.74%	0.27%	0.12%
Debt to Assets	0.74%	0.27%	0.12%
Time Interest Earned	2,112	2,224	2,383

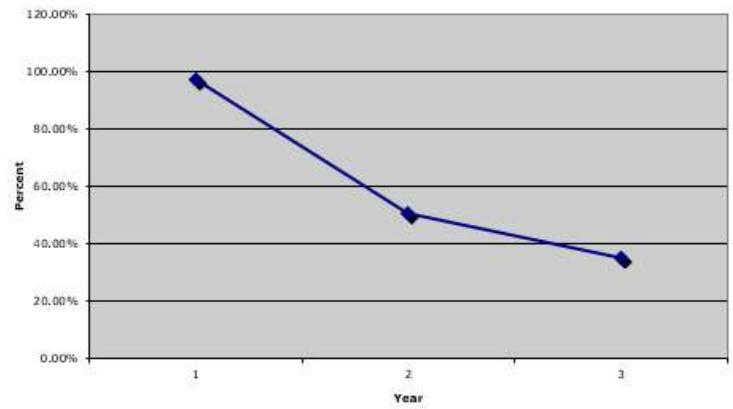
FINANCIAL RATIOS



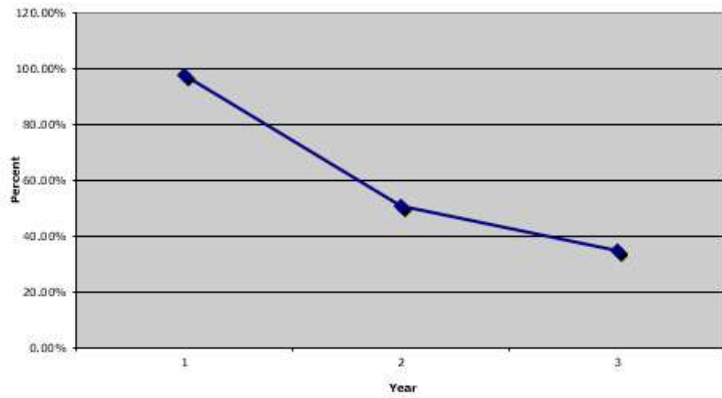
Net Profit Margin



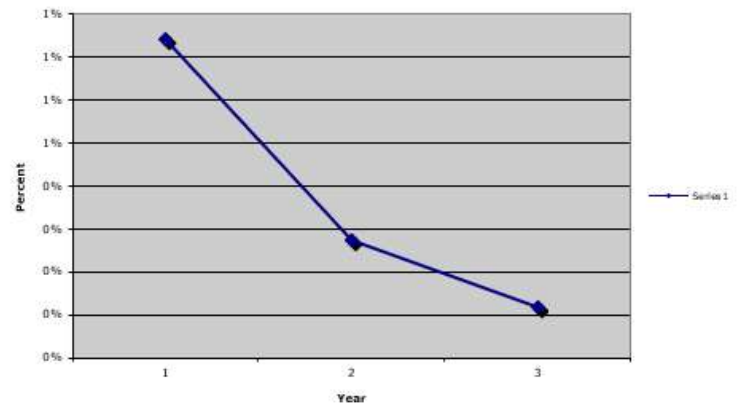
Return on Assets



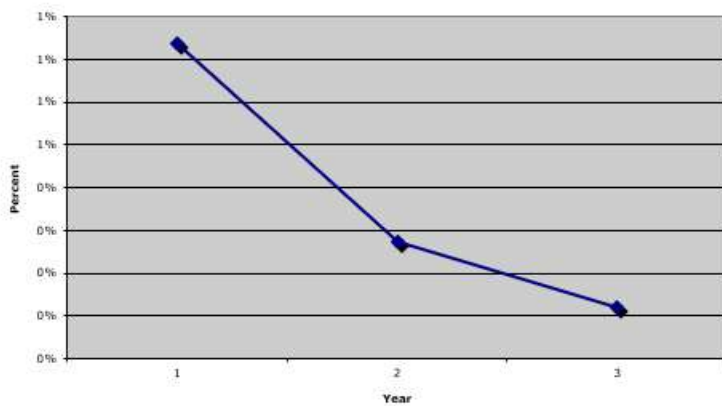
Return on Equity



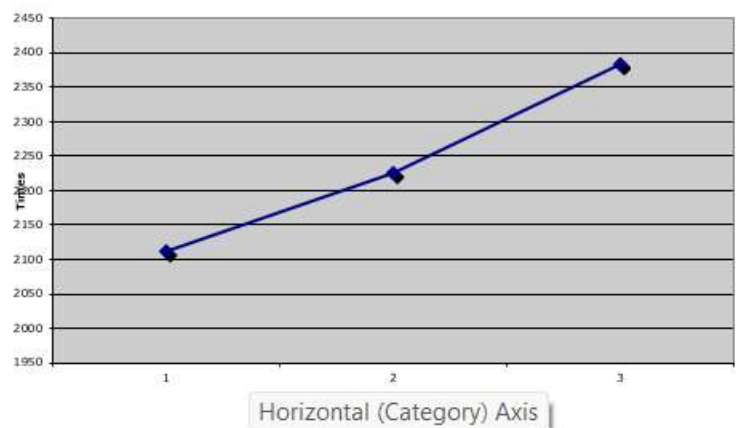
Debts to Equity



Debts to Assets



Times Interest Earned



CONCLUSION

In conclusion, a business plan is a document that outlines the operational and financial objectives of a business and the strategies and plans for achieving those objectives. It typically includes information on the products or services offered, target market, competition, financial projections, and management structure. A well-crafted business plan can help a business secure funding, attract investors, and plan for long-term success. A business plan is a crucial document for any business, as it lays out the roadmap for achieving the company's goals and objectives.

Running a business is exceedingly difficult and hard to execute without prior expertise or outside assistance. We have learned from this commercial activity that failure is a crucial component of development. If we spend even a little time learning about business, bear in mind that if we don't research and learn, our company will probably collapse. Spend some time reflecting, identifying what went wrong, and accepting the adjustments. Success is possible for everybody, but it all relies on how badly you want it.

Delicookies Enterprise also has the opportunity to establish itself as a trusted provider in the local, regional, and national markets. We hope that Delicookies Enterprise will become a well-liked treat in both local and international markets. We do it because we want to spread the word about how good our cuisine is and how happy it makes those who eat it. In addition, we expect that our strong performance will attract more investors who are interested in our business.