



UNIVERSITI TEKNOLOGI MARA

ARCO CUPCAKES

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# ARCO CUPCAKES

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TABLE OF CONTENTS	PAGE
Submission Letter	i-ii
Acknowledgement	iii
Partnership Agreement	iv-v
INTRODUCTION	
1.0 Executive Summary	1
1.1 Business Background	2
1.1.1 Business Name	2
1.1.2 Business Nature	2
1.1.3 Business Address	2
1.1.4 Business Location	3
1.1.5 Date of Commencement	3
1.1.6 Factors in Selecting the Purpose Business	3
1.1.7 Future Prospects of the Business	4
1.2 Purpose of Business	5-6
1.3 Partner's Profile	7-9
ADMINISTRATION PLAN	
2.0 Introduction to the Organization	10
2.0.1 Company Mission	11
2.0.2 Company Vision	11
2.0.3 Company Objective	11
2.0.4 Type of Building and Infrastructure	12
2.0.4.1 Office Layout	13
2.1 Organization Charts of Arco Cupcakes	14
2.2 Schedule of Staff and Responsibilities	15-16

# ARCO CUPCAKES

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## 1.0 EXECUTIVE SUMMARY

Arco Cupcakes is a partnership company which is wholly owned by a Bumiputera. There are criteria and conditions that have to be fulfilled which required involvement of effort and precision of producing our products. With such conditions, the business can run smoothly and organization goal can be achieved.

Along with the cooperation among the executive in this company, we have planned firmly the operation from the administrative till the financial plan in order to equip our company performs with minimum barriers and greater returns. Administration Executive will supervise a unit or section that provides various types of administration support and operating department provides administration of a specific function or program within administrative support department. This person also supervises the staff performance and ensuring the staffs are trained with the purpose to utilize the resources effectively and efficiently.

Marketing Executive is responsible to design effective and cost-efficient program. In company analysis, marketers focus on understanding the company's cost structure and cost position relative to competitors, as well as working to identify a firm's core competencies and other competitively distinct company resources. Marketing Executive liaise with the Financial Executive to analyze the profits of this firm is generating from various services lines and customer accounts.

The presence of Operational Manager in this company is responsible to build and maintain strong working relationships with all level of staff in the office. Most important, he will implement standard operating procedures and system in alignment with corporate policies to increase and ensure smooth day-to-day operations. With the continuous cooperation and commitment among us and the other staff, we strongly believe that Arco Cupcakes will be the first place to be visited by the customer who wishes to enjoy quality cupcakes.

# ARCO CUPCAKES

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## 2.0 INTRODUCTION TO THE ORGANIZATION

Administration is an important component of one of the organization. Administration has a significant impact on every functional areas such as marketing, operation and financial throughout the organization.

Administration also helps to ensure the business objective and goals to be success. As a beginner in this field, we want to achieve our goals and objective like other competitor. Besides, an efficient and systematic management system is important thing part to make business run smoothly.

Apart from that, the administration plan has to prepare and provide the needs and requirement for the employees. In short word. The administration manager plays the important role in each of the functional areas within our business activities.

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## 2.0.1 Company Mission

A mission is a statement of purpose or the reason for existence. It established the identity of the business and what it does. It defines long-term goals of the company but in a specified time frame.

Our business missions is to provide a quality cupcake and service to our customer in order to be a well-known cupcake shop in the niche market share of decorative cupcake product. Besides that, we also have a strong desire to expand our business around Malaysia within ten years by selling the variety of cupcakes.

## 2.0.2 Company Vision

Vision is the long term goal of the business. It is often stated terms of value statement announcing where the business wants to go or what it aspires to be.

Our company vision is to be successful and well-known business entity in Malaysia especially in Sarawak. We also want to maintain a profitable operation at reasonable cost to achieve the target of the company.

## 2.0.3 Company Objective

Business goals or objectives support the achievement of a business mission and vision. They are more specific, stated in a shorter term goal of the organization and have a definite time frame. A good business objective should be specific. Measurable, achievable, and realistic and have a frame time.

Our company objective is to make our customer satisfy with our product. By providing a good quality in type of production and service, customer will always make our cupcake shop as their first choice. This will increase our sales and profit. We hope that at third year, our business sales will increased by 15%.