



**Fundamentals of Entrepreneurship**  
**ETR 300**

**GRANDMA'S RECIPE**

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## ACKNOWLEDGEMENT

There are too many obstacles for us in finishing this Business Plan. However, thankful to Allah because of his bless; finally, we finished our work very well. Not to be forgotten to the peoples that involved working for this Business Plan. We would like to express our thanks to that all of them, especially to Mr Jammeson Garry for his full commitment and supported directly and indirectly towards our business project, his fruitful advice with priceless knowledge they have taught us during lecture and tutorial session.

However, we are very thankful to take ETR 300 course because it is a very worth it, and cannot to be measured by any other things. It is very useful for us to survive in the future world (in the business arena). So now, whatever it takes, we will stand for the Business Plan together.



## **1.1 INTRODUCTION**

### **1.1.1 Name of company**

After a short discussion being made, the name GRANDMA'S RECIPE is the most suitable name for our company. We prefer this name because this name bring to nostalgic of old time where we always remembered our parents dish. The word "grandma" to remind us of grandma recipes that are hereditary favourites. We believe that if we can supply high quality cake to our customers, we can preserved and commercialised our local traditional cake .

### **1.1.2 Nature of business**

GRANDMA'S RECIPE is a company that sell a delicious traditional cakes. We are using a high quality raw material in order to maintain the taste of our cake. The cakes are make on the spot because it is best to be served when it still hot. Our company priority is customer's satisfactory. We want to make sure that the customers are really satisfied with our cake. Another of our main priority is the cleanliness of our workplace. This aspect is important in order to attract more customers if we have a really clean workplace. We are providing our customer with many types of traditional cakes such as seri muka, karipap, and many more. We will serve them with about 20 types of traditional cakes.

We have agreed to choose partnership as form of our business entities.

### **1.1.3 Industry profile**

The market for traditional cake selling is very wide. There are opportunities for small-scale growers like us to market through various direct to consumer venues and also may collaborate with travel agencies to bring their tourist to our company. Since we are selling a traditional cake, we can be a place for us to promote our local traditional cake. In order to supply delicious traditional cake to the growing population of the world, proper management need to be highlighted. The raw material uses need to be fresh in order to maintain its best quality. The materials such as the machine, oven and container need to be clean daily. The surrounding

**1.3 COMPANY BACKGROUND**

Name of the company : GRANDMA'S RECIPE

Business address : Kuching Waterfront,  
Main Bazaar Road,  
93000 Kuching,  
Sarawak.

Website : [www.grandma\_recipe.com.my]

Telephone number : 082-666333

Form of business : Partnership

Main activities : Traditional cake selling

Date of commencement : 1<sup>st</sup> January 2011

Registration number : SAM 061/09

Name of bank : CIMB Bank

Bank account number : 11111111111111

