



UNIVERSITI TEKNOLOGI MARA

KAMPUS MUKAH

FUNDAMENTAL OF ENTREPRENEURSHIP

MYSITI TRADING

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DIPLOMA IN BUSINESS STUDIES (BM111)



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Submission Letter

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13 June 2016

Dear Sir,

RE: SUBMISSION OF BUSINESS PLAN

As a representative as the group, I would like to submit our business plan of *nama company* that we've agreed to consult. We are very grateful to be able to participate on this on going assessment. We are also thankful for the motivation, advice, assistance and guidance that helped us finished the business plan and also for giving us many new ideas and also knowledge regarding the real business industry.

2. Throughout completing this business plan, we've learned many new business tools and technique to survive on doing a business either small or in a large scale. We've also exposed more closely on how to open up a new business and also to maintain the business properly. This is a benefit for us after graduated because having own business can give higher return and graduates can also be one of the new successful global entrepreneurs.

3. After completing this business plan, our group have carried various of researches in order to obtain ideas to improve this existing company and also give them the opportunity to apply for governmental aid to expand their business on a larger scale. We also have discussed on the operational, marketing, financing and also administering plans of the company.

4. Hence, on behalf of my group members, we highly give special thanks for the opportunity to complete this business plan that gave us the chance to learn new knowledge, creates new ideas, gave us the spirit of doing a task as a team and lastly exposed us on the real business industry.

Thank you

Yours faithfully,



INTRODUCTION TO BUSINESS PLAN

Mysiti Trading is a partnership business which provides the supply of cakes and pastry. This business provides homemade cakes and pastry that suits the customers desire. They also provide delivery and pick-up counter to allow friendly customer service. This business are located in Sri Aman, Sarawak because demand of homemade cakes in Sri Aman is high. It is also located near residential area which give easier for customer to purchase their product.

Mysiti Trading is a form of partnership which consists of three members. All members had agreed as stated in agreement letter which the total amount of capital, profit and losses will be divided as stated ratio. This kind of business shows the equality and no one will be discriminated as the profits and losses are equally divided in the end of the accounting period. Moreover, partnership is a good option this kind of business whereby through this venture, all partner are always sharing ideas and knowledge in order to gain profit and improves their productivity time to time.

NAME OF THE BUSINESS

The name of business is MySiti Trading. The owner choose the name of business based on their own daughter.

NATURE OF BUSINESS

This business provide homemade cake and pastry to the customer around Sri Aman , Sarawak. They offer cakes and pastry of the customer desire for special events such as, birthday party, wedding ceremony, anniversary, public holiday event. This business concept is suitable for a delivery and pick-up style shop and waiting place is available .

INDUSTRY PROFILE

The reasons of the establishment of MySiti Trading are because of the demand of people nowadays. People more likely to purchase homemade cakes with their own taste and preferences. This is starting to become a trend for every customers that purchase cakes for specifically for their events. This business is suitable because it is located near the residential area which allow customers to purchase cakes easily.

LOCATION OF BUSINESS

MySiti Trading is located at Pibu Sri Aman, Tingkat 2 and 3, Lot 666, Bangunan Tabung Haji, Jalan Hospital, 95000 Sri Aman. This business premise operated near to residential area and also shop lot. It is less than 3km from the nearby residential area which is Taman Sri Jaya.