



اوپن سیتی تیکنولوژی مارا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

**SIS BITE DESSERT
FOODS AND BEVERAGES**

PREPARED BY :

FACULTY & PROGRAMME : BM119

SEMESTER : 5

PROJECT TITLE : BUSINESS PLAN

GROUP MEMBERS :

BIL.	NAME	STUDENT ID
1.	SHREEIN SEMUEL	2015326295
2.	RAMINA SEBI NELSON	2015502231
3.	REZINA JELETI	2015351039
4.	NUR ZAIDIANA BT ZAIDIN	2015700041

PREPARED FOR:

SITI FARAH BT LAJIM

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Dear Madam Siti Farah,

SUBMISSION OF BUSINESS PLAN

As a representative of our company, Sis Bite Bakery, I am very pleased to enclose our business plan for your evaluation and further action. we are very grateful for all the guides that have been given during this assignment. All information about our company can be obtained at Lot 101, Boulevard Commercial Center, 98000, Miri, Sarawak.

2. The assignment has been completed by the knowledge that have gathered from the course "Fundamental of Entrepreneurship (ENT300). This report consists of important components and aspect that have been considered in the beginning of the business.

3. We have tried our label best to complete this assignment meaningfully and correctly, as much as possible. All your considerations and cooperation are greatly appreciated.

Thank you for your time and attention.

Your faithfully,

(SHREEIN SEMUEL)

General Manager,

Sis Bite Bakery

1.5 EXECUTIVE SUMMARY

Our business name is Sis Bite Bakery. Our company is located at Lot 101, Boulevard Commercial Center, 98000, Miri, Sarawak. Our company name is created by the idea of one of our partnership which symbolize us as a woman who establish this company.

In this business, we are providing a special and delicious dessert which are combination of traditional and modern cake. Our target market are family, employees, children and teenagers in Miri area. This will give our company opportunity in giving our high quality services and give comfortable place as well as gaining profit.

We started this business with a capital of RM20000. In our company, we have four manager which are Shreein semuel as General Manager/Financial Manager, Ramina Sebi as Administration Manager, Rezina Jeleti as Operation Manager and Nur Zaidiana as Marketing Manager.

Your sincerely,

(SHREEIN SEMUEL)

General Manager,

Sis Bite Bakery.

1.6 PURPOSE OF BUSINESS PLAN

The main purpose of our business plan are to maintain traditional food throughout this modern era. We want to prevent workers from feeling hungry before working hours in the morning or after work. Therefore ,by having our shop that nearer to their workplace would save their day.

Besides, we have identified which circles are able to buy our product such as family, students, young and adults. Our target market of customers' characteristics is come from all income level and for all of the customers' level of ages. Even children also can effort to buy our products.