



اَوْنَبُوْرَسِيْتِي تِيكُونُوْ لُوْ كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

Wonderland Cake House

CAKE AND BAKERY

PREPARED BY

FACULTY : FACULTY OF BUSINESS MANAGEMENT

PROGRAMME : DIPLOMA IN BUSINESS STUDIES (BA111)

SEMESTER : SEMESTER 5

PROJECT TITLE : BUSINESS PLAN FOR ENT300

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SUBMISSION DATE: 6TH DECEMBER 2019

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LETTER OF SUBMISSION

Diploma in Business Studies
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Cawangan Sarawak, Kampus Mukah,
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Cawangan Sarawak, Kampus Mukah,
Jalan Oya, 96400, Mukah,
Sarawak.
23rd October 2019

Sir,

SUBMISSION OF BUSINESS PLAN

According to the title above, I, Cassandra Anak Paul as the General Manager of Wonderland Cake House the representative of my team mates have finished our business plan and we would like to submit it for further reviewing.

2. This report is done according to the guidelines and requirements given for the subject Fundamental of Entrepreneurship (ENT300) as the precondition of Universiti Teknologi MARA.

3. We also will apply the knowledge and skills that we gain throughout the process of completing this business plan in real life when we want to run our own business in the future.

Thank You.

Yours Sincerely,

.....
(CASSANDRA ANAK PAUL)
General Manager

EXECUTIVE SUMMARY

Wonderland Cake House offers bakery products and services for customers, providing variety cake, muffin and bread that give high satisfaction of consumer.

Our clients is customers identifying as middle and low class who want consumer product with affordable price of product. Wonderland Cake House offers a variety of cakes that give nutrition of health, low sugar, low calories and receive Halal certificates.

Wonderland Cake House marketing strategy is to emphasize the quality and price of our products and services. We offer affordable price because many people especially our target which is youngster people get attract with such price.

The management of Wonderland Cake House consists of 4 lead workers which are Cassandra Paul, Nurul Filzah, Sylvia and Norsafika. Our workers has extensive experience in finance, businesses, sales and accounting.

Already we have service and products commitments plan to aggressively build our brand through ads and signboard. The loving bakery and cake that Wonderland Cake House will provide is sure can appeal to customers throughout Kuching, Sarawak.

1.1 INTRODUCTION TO THE BUSINESS

i.	Name of the business	: Wonderland Cake House
ii.	Nature of business	: Partnership
iii.	Industry profile	: Food and beverages
iv.	Business location	: Kuching, Sarawak.
v.	Date of commencement	: 1 st October 2019
vi.	Factors in selecting the proposed business	: Consumer usually having thought that their dream cake would always stay as a dream cake. However, our bakery is very unique and full of creativity, where consumer can make their dream cake comes true.
vii.	Future prospects of the business	: Women and men