



اَوْنِبُوْرَسِيْتِي تِيكُونُو لُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

UNI-MUNCH

DESSERT

PREPARED BY:

FACULTY & PROGRAMME : FACULTY OF BUSINESS MANAGEMENT (BA111)

SEMESTER : 5

PROJECT TITLE : IDENTIFYING OF A BUSINESS PLAN

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TABLE OF CONTENTS

NO.	CONTENT	PAGE
1.	EXECUTIVE SUMMARY	v
2.	Chapter 1 : Introduction 1.1 Introduction to the business 1.2 Purpose of the business plan 1.3 Business/Company background 1.4 Partners/shareholders background 1.5 Business location	2 - 8
3.	Chapter 2 : Marketing Plan 2.1 Introduction to Marketing 2.2 Product or Service description 2.3 Target Market 2.4 Market Size 2.5 Competition – The strength and weakness of competitors 2.6 Market Share 2.7 Sales forecast 2.8 Marketing Strategy – Product, Price, Place, Promotion 2.9 Marketing Personnel 2.10 Marketing Budget	9 - 20
4.	Chapter 3 : Operation/Production Plan 3.1 Operation process 3.2 Process flow chart 3.3 Capacity Planning 3.4 Material Requirement 3.5 List of Operations Personnel 3.6 List of Tasks and Responsibilities 3.7 Schedule of Remuneration 3.8 Machinery and Equipment 3.9 Operation Layout Plan 3.10 Implementation Schedule	21 - 32

EXECUTIVE SUMMARY

Uni-munch are a start-up bakery retail establishment located in Kuching, Sarawak. Uni-munch expect to catch the interest of a regular loyal customer base with its broad variety of pastry products. The company plans to build a strong market position in the town, due to the mild competitive climate in the area.

Uni-munch aim to offer its products at a competitive price to meet the demand of the middle-to higher-income local market area residents and tourists.

Products and Services:

JJB offers a broad range of coffee and espresso products, all from high quality Columbian grown imported coffee beans. JJB caters to all of its customers by providing each customer coffee and espresso products made to suit the customer, down to the smallest detail.

The bakery provides freshly prepared bakery and pastry products at all times during business operations. Six to eight moderate batches of bakery and pastry products are prepared during the day to assure fresh baked goods are always available.

The Market:

Uni-munch want to establish a large regular customer base, and will therefore concentrate its business and marketing on local residents, which will be the dominant target market. This will establish a healthy, consistent revenue base to ensure stability of the business. High visibility and competitive products and service are critical to capture this segment of the market.

In order to succeed in this market, we want to expand our products and services in different ways. We will upgrade our product to more ingredients or add-on more in the menu which baking more cake that different from others.

1.1 INTRODUCTION TO THE BUSINESS:

- i. **Name of the business** : Uni-munch
- ii. **Nature of business** : Partnership
- iii. **Industry profile** : Selling cone cupcake
- iv. **Business location** : AEON Mall, Kuching, Sarawak
- v. **Date of commencement** : 1st January 2019
- vi. **Factors in selecting the proposal business** :
 - a) Affordable because it has a unique cupcake which we bake in a cone ice cream with affordable price.
 - b) Build a strong market position in Kuching area.
- vii. **Future prospects of the business** :
 - a) Be a famous seller cone cupcake in Malaysia.
 - b) Become the largest cone cupcake shop.

1.5 BUSINESS LOCATION

1.5.1 Factors influencing Choice of Business Location

- a) Located in Kuching City which has lot potential customer
- b) Inside AEON Mall, Kuching, Sarawak which locate at the center of Kuching City
- c) Easy to get the basic amenities such as electricity, water, and line internet that sufficient
- d) Price of the rental shop is affordable



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1002