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UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES**

**DIPLOMA IN PUBLIC ADMINISTRATION (AM110)**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**(ENT300)**



**A3: BUSINESS PLAN REPORT**

**DREAM CAKEHOUSE**

**PREPARED BY:**

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## **EXECUTIVE SUMMARY**

### **DREAM CAKEHOUSE**

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This business plan will introduce Dream Cakehouse which on the production of mini cakes. Our shop focused on production of quality and affordable cakes that provide variety of flavor and design based on customer requirement and current trend. Through affordable mini cakes that enable every of our customer to purchase, this will allowing our product spread among the citizen whereby our product is less expensive compare to standard size of birthday cakes. By providing baking services to our customer, our production emphasized to give quality and affordable product so that Dream Cakehouse able to provide services towards any events or celebration.

Dream Cakehouse will offer our target market as we provide opportunity for Kuching Resident to enjoy our services. Our product will be a choice for everyone to purchase as we guarantee affordable product which contain variety of flavors and designs. Apart from that, we able to compete with other food services where Dream Cakehouse are committed, competitive, punctual, and dedicated to provide services for our customer. Beside, discipline and clean were our main priority in order to compete with current market.

In order to success and strive in food industry, Dream Cakehouse consist of five main role which possessed by General Manager, Admin Manager, Marketing Manager, Operational Manager and Finance Manager. All of these position has it own role and job task. Through cooperation and discipline, Dream Cakehouse will achieve it targeted profitability.

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## **1.0 INTRODUCTION**

### **1.1 NAME OF COMPANY**

Our business known as Dream Cakehouse whereby we want to provide opportunity for everyone especially Kuching Resident for them to have their own mini cakes based on their requirement at affordable prices. As everyone unable to have their own cakes due to it expensiveness.

### **1.2 NATURE OF BUSINESS**

Our main activities is baking mini cake. Our mini cakes consist of variety flavors such as chocolate, cheese, milk, cream, butter and etc, also designs which enable our customer to have custom made order. In addition, our costumer able to choose their own cakes topping.

### **1.3 BUSINESS LOCATION**

Our bakery store is located at Ang Cheng Ho Rd, 93150 Kuching, Sarawak which near to RHB Wisma Mahmud area. Dream Cakehouse can be located easily as the area were at Kuching town which enable people to pass by.

### **1.4 OPERATIONAL DATE**

Our bakery will be operated from 9 in the morning until 10 at night everyday. However, we are closed on Sunday.

### **1.5 PROSPECT OF BUSINESS**

We want to share the opportunity of joy towards our customer as we are allowing everyone to purchase their cakes for them to celebrate with their loves one. Our biggest target were to provide a mini cakes that able to replace standard size of cakes that a bit expensive for them to get. Therefore, by spending only RM15, people of Kuching able to obtained our mini cakes that has many option in terms of flavors, design, topping, and etc.

## 1.6 VISION AND MISSION

Our vision is to be able to create a unique design for each mini cake available by using customer suggestions in order to be able to provide happiness and excitement to each customer. Meanwhile, our mission is to collaborate with customers to produce interesting and unique mini cakes at affordable prices as well as strengthen the relationship between us and customer.

## 1.7 BUSINESS OBJECTIVE

Promise to deliver good quality product, friendly relationship with customer, excellent services and punctual in order to complete order. Also, create a platform for local resident be more familiar towards baking and to participate in baking industry.

## 1.8 NAME OF PARTNERS

Dream Cakehouse were founded by five members such as Ernest Vanemann Amut anak Leonard as our General Manager, Nurshafina Natrah Binti Mohd Usop @ Mohd Yusuf as our Admin Manager, Shareen Jalong as our Marketing Manager, Dayang Nursuhana Binti Abang Zainudin as our Operation Manager and lastly, Azrinaz Bt Ahmad as our Finance Manager.

## **2.0 PURPOSE OF PREPARING BUSINESS PLAN**

Business plan is important in entrepreneurship. Generally, Business Plan is a written document which described the proposed business or project to be undertaken in a comprehensive manner. Therefore, by preparing proper and neat business plan, it will convince venture capitalist, investor and bankers in order to raise capital and obtain support for the venture. Apart from that, through business plan also enable us to refer to our business plan as a guideline for daily check up management. By frequent or daily check up, our business can be monitored properly and it will ensure us to not miss out something that contribute towards our business plan.

Beside that, supplier towards our business will referring to the business plan. For example, they will see what requirement that we are needed in terms of machinery, raw materials and so on. Furthermore, investor will refer to business plan at first before they start to trust the business. Thus, business plan is a key for them to require them to invest towards our business.

### 3.0 BUSINESS BACKGROUND



<b>NAME OF COMPANY</b>	Dream Cakehouse
<b>ADDRESS</b>	Ang Cheng Ho Rd, 93150 Kuching, Sarawak
<b>TELEPHONE NUMBER</b>	085-989133
<b>EMAIL</b>	<a href="mailto:dreamcakehouse@gmail.com">dreamcakehouse@gmail.com</a>
<b>BUSINESS PAGE</b>	Facebook : Dreamc House <a href="https://www.facebook.com/profile.php?id=100083005395934">https://www.facebook.com/profile.php?id=100083005395934</a>
<b>FORM OF BUSINESS</b>	Partnership
<b>MAIN ACTIVITY</b>	Selling Mini Cakes
<b>DATE OF REGISTRATION</b>	10 JUNE 2022
<b>INITIAL CAPITAL</b>	RM50,000
<b>NAME OF BANK</b>	MAYBANK BHD
<b>DATE OF COMMENCEMENT</b>	10 MAY 2022
<b>REGISTRATION NUMBER</b>	202206100527
<b>VISION</b>	To be able to create a unique design for each mini cake available by using customer suggestions in order to be able to provide happiness and excitement to each customer.
<b>MISSION</b>	To collaborate with customers to produce interesting and unique mini cakes at affordable prices as well as strengthen the



	relationship between us and customer.
<b>OBJECTIVE</b>	<ul style="list-style-type: none"> <li>- Be the main choice of visitors in making mini cakes.</li> <li>- Provide the best services and work to customer.</li> <li>- Provide an interesting and unique mini cake design in order to attract customer.</li> <li>- Provide maximum satisfaction to customers.</li> <li>- Carry out collaboration of ideas between customers and employees to produce a close relationship between customers and business.</li> </ul>

## 4.0 OWNER BACKGROUND

### GENERAL MANAGER

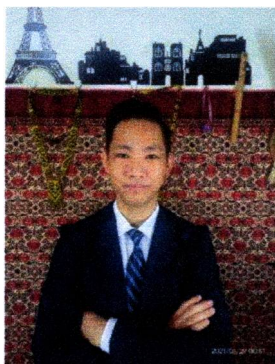


**NAME** : ERNEST VANEMANN AMUT ANAK LEONARD  
**DATE OF BIRTH** : 9 APRIL 2001  
**PLACE OF BIRTH** : COLUMBIA ASIA HOSPITAL, MIRI, SARAWAK  
**ADDRESSED** : LOT5272 S/B 481, JALAN MAIGOLD FASA 4, DESA  
SENADIN KBLD, 98000 MIRI, SARAWAK.  
**INTEREST** : BIODIVERSITY, WILDLIFE  
**QUALIFICATION** : DIPLOMA IN PUBLIC ADMINISTRATION  
**SKILLS** : PUNCTUAL, ORGANIZED  
**EXPERIENCES** : INVOLVED IN VARIOUS CULTURAL EVENT

Being a General Manager and the founder of Dream Cakehouse were a huge position to fill. I dedicate myself in order to organized and ensuring my line up team able to cooperate without any reason for them to not contributing towards the successful of Dream Cakehouse. Through discipline and motivation, my main priority as General Manager is to be there for any of my team during or outside working hours as for me the cooperation were the key for us to achieved our target and goals in order to compete in food industry. In addition, as General Manager, I do practice friendly working environment towards my team so that easy for them to approach and refer my consultation and thoughts.

## 5.0 PARTNERS BACKGROUND

### GENERAL MANAGER



<b>NAME OF MEMBER</b>	ERNEST VANEMANN AMUT ANAK LEONARD
<b>IDENTIFICATION CARD NUMBER</b>	010409-13-0185
<b>PERMANENT ADDRESS</b>	LOT 5272 S/B 481, JLN MAIGOLD FASA 4, DESA SENADIN KBLD, 98000, MIRI, SARAWAK
<b>EMAIL ADDRESS</b>	<a href="mailto:ernestuitm@gmail.com">ernestuitm@gmail.com</a>
<b>TELEPHONE NUMBER</b>	0135931086
<b>DATE OF BIRTH</b>	9 APRIL 2001
<b>MARITAL STATUS</b>	SINGLE
<b>ACADEMIC QUALIFICATION</b>	DIPLOMA IN PUBLIC ADMINISTRATION
<b>SKILLS</b>	PUNCTUAL, ORGANISED
<b>EXPERIENCE</b>	INVOLVED IN VARIOUS CULTURAL EVENTS
<b>INTEREST</b>	BIODIVERSITY, WILDLIFE

## ADMINISTRATIVE MANAGER



<b>NAME OF MEMBER</b>	NURSHAFINA NATRAH BINTI MOHD USOP @ MOHD YUSUF
<b>IDENTIFICATION CARD NUMBER</b>	010610-13-0638
<b>PERMANENT ADDRESS</b>	LOT 398, LORONG 2 JALAN SENTOSA SALIM, 96000 SIBU, SARAWAK
<b>EMAIL ADDRESS</b>	<a href="mailto:nurshafina.natrah@yahoo.com">nurshafina.natrah@yahoo.com</a>
<b>TELEPHONE NUMBER</b>	0105383912
<b>DATE OF BIRTH</b>	10 JUNE 2001
<b>MARITAL STATUS</b>	SINGLE
<b>ACADEMIC QUALIFICATION</b>	DIPLOMA IN PUBLIC ADMINISTRATION
<b>SKILLS</b>	COMMITTED, MULTI LANGUAGE
<b>EXPERIENCE</b>	CONDUCTING FAMILY BUSINESS
<b>INTEREST</b>	PHOTOGRAPHY, TRAVELLING

## MARKETING MANAGER



<b>NAME OF MEMBER</b>	SHAREEN JALONG
<b>IDENTIFICATION CARD NUMBER</b>	010709-13-0378
<b>PERMANENT ADDRESS</b>	LOT 6094, JALAN KUCHING TIMUR 3, TAMAN TUNKU, 98000 MIRI, SARAWAK
<b>EMAIL ADDRESS</b>	<a href="mailto:Shareenjalong205@gmail.com">Shareenjalong205@gmail.com</a>
<b>TELEPHONE NUMBER</b>	0168163094
<b>DATE OF BIRTH</b>	9 JULY 2001
<b>MARITAL STATUS</b>	SINGLE
<b>ACADEMIC QUALIFICATION</b>	DIPLOMA IN PUBLIC ADMINISTRATION
<b>SKILLS</b>	COMPUTER SKILLS, TEAMWORK
<b>EXPERIENCE</b>	2021 CENSUS
<b>INTEREST</b>	SURFING INTERNET, SHOPPING

## OPERATION MANAGER



<b>NAME OF MEMBER</b>	DAYANG NURSUHANA BINTI ABANG ZAINUDIN
<b>IDENTIFICATION CARD NUMBER</b>	010804-13-0580
<b>PERMANENT ADDRESS</b>	LOT 348 KAMPUNG SENTOSA SALIM, 96000 SIBU, SARAWAK
<b>EMAIL ADDRESS</b>	<a href="mailto:dygnursuhana@gmail.com">dygnursuhana@gmail.com</a>
<b>TELEPHONE NUMBER</b>	01135227276
<b>DATE OF BIRTH</b>	4 AUGUST 2001
<b>MARITAL STATUS</b>	SINGLE
<b>ACADEMIC QUALIFICATION</b>	DIPLOMA IN PUBLIC ADMINISTRATION
<b>SKILLS</b>	WRITING, COMMUNICATION
<b>EXPERIENCE</b>	VOLUNTARY WORK
<b>INTEREST</b>	BAKING, COOKING

## FINANCE MANAGER



<b>NAME OF MEMBER</b>	AZRINAZ BT AHMAD
<b>IDENTIFICATION CARD NUMBER</b>	011118-13-0374
<b>PERMANENT ADDRESS</b>	NO. 196, LORONG 6, TAMAN MATANG JAYA, 93050 KUCHING, SARAWAK
<b>EMAIL ADDRESS</b>	<a href="mailto:aeenazrinaz@gmail.com">aeenazrinaz@gmail.com</a>
<b>TELEPHONE NUMBER</b>	01112278262
<b>DATE OF BIRTH</b>	18 NOVEMBER 2001
<b>MARITAL STATUS</b>	SINGLE
<b>ACADEMIC QUALIFICATION</b>	DIPLOMA IN PUBLIC ADMINISTRATION
<b>SKILLS</b>	GOOD COMMUNICATING, REPORTING SKILLS
<b>EXPERIENCE</b>	KNOWLEDGE OF ACCOUNTING
<b>INTEREST</b>	JOURNALING, RELAXING AT THE BEACH

## **6.0 ADMINISTRATION PLAN**

### **6.1 Organization Vision, Mission and Objectives**

#### **6.1.1 Vision**

Dream Cake House's vision is "To be able to create a unique design for each mini cake available by using customer suggestions in order to be able to provide happiness and excitement to each customer."

#### **6.1.2 Mission**

Dream Cake House mission is "To collaborate with customers to produce interesting and unique mini cakes at affordable prices as well as strengthen the relationship between us and customers."

#### **6.1.3 Objectives**

- Be the main choice of visitors in making mini cakes.
- Provide the best service and work to customers.
- Provide an interesting and unique mini cake design in order to attract customers.
- Provide maximum satisfaction to customers.
- Carry out collaboration of ideas between customers and employees to produce a close relationship between customers and business

#### **6.1.4 Motto**

" Baking your ideas to life. "

#### **6.1.5 Short-terms Goal**

- Gather regular customers in the near future for business continuity.
- Got a positive reception from residents around Kuching about the mini cake.
- Keep on improving the business according to feedback from customers to further improve product quality.



#### 6.1.6 Long – terms Goal

- Open other branches in other areas to further expand the business.
- Be one of the well -known mini cake shops for the next 4 years
- Collaborate with other products to further increase the brand value of our products.

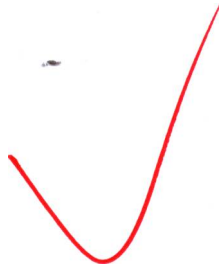
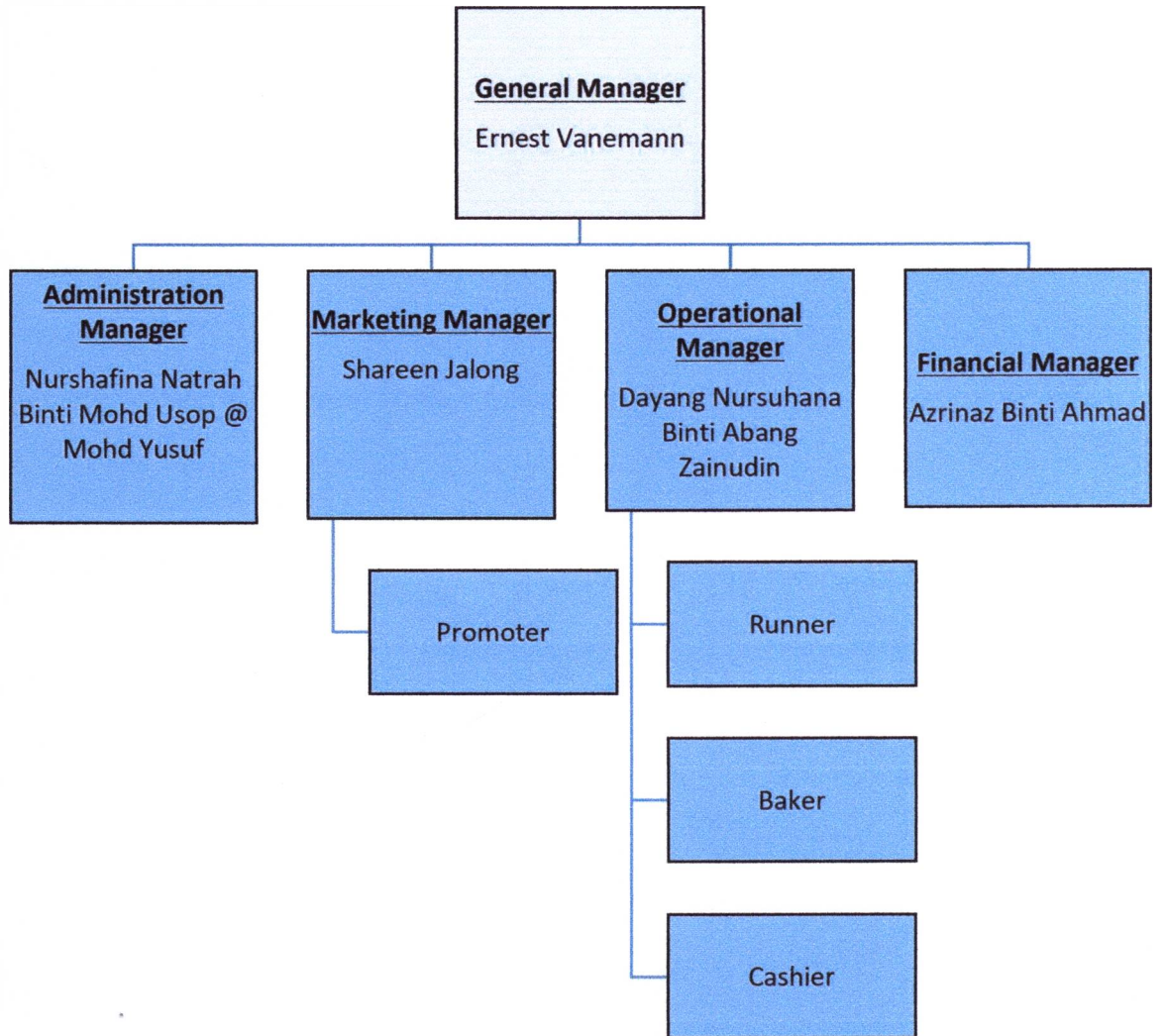
#### **6.1.7 Business Logo And Description**



Dream Cake House is the name of our store. We chose to name our mini cake shop with this name because we wanted to make our shop the cake shop that people dream of. This is because as we already know out there are various types of cake shops available but the price is too expensive causing some people could not afford to buy it. However, for our Dream Cake House store, we will provide mini cakes at affordable prices yet have excellent quality product as people dream of out there.

We chose the little girl as our logo because to give a symbol that we are selling mini cakes. While, we chose strawberry cake because strawberry cake is synonymous with its sweet taste and to add a "sweet" effect to our store. This is to show the friendliness aspect of our store and ensure that customers can easily come and visit our store.

## 6.2 Organization Structure



### **6.3 ADMINISTRATION PERSONNEL**

Table 1 : List of Administration Personnel

POSITION	NO. OF PERSONNELS
General Manager	1
Administration Manager	1
Marketing Manager	1
Operation Manager	1
Financial Manager	1

Table 2 : Schedule of Tasks and Responsibilities

POSITION	TASK AND RESPONSIBILITIES
General Manager	<ul style="list-style-type: none"><li>- To plan and monitor the business progress</li><li>- To control the overall management of business</li></ul>
Administrative Manager	<ul style="list-style-type: none"><li>- Supervise all employees in ensuring that each employee carries out their respective responsibilities</li><li>- Taking disciplinary action against employees if needed and hiring employees if needed in addition provide them with training</li></ul>
Marketing Manager	<ul style="list-style-type: none"><li>- A marketing manager's job is find the way to promote a business to attract prospective customers and retain existing ones</li></ul>
Operational Manager	<ul style="list-style-type: none"><li>- Operational Manager is responsible to oversee operational activities at every level of an organization by planning and organizing a production schedules.</li></ul>
Financial Manager	<ul style="list-style-type: none"><li>- The financial manager's in charge in financial planning of the company, investing, and financing and the main goal of financial manager is maximizing the value of the firm.</li></ul>

Table 3 : Schedule of Remuneration

POSITION	NO	MONTHLY SALARY (RM)	EPF (RM) (9%)	SOCSSO (RM)	TOTAL (RM)
General Manager	1	3,000.00	270	68.90	3,338.90
Administrative Manager	1	2,000.00	180	46.10	2,226.10
Marketing Manager	1	2,000.00	180	46.10	2,226.10
Operational Manager	1	2,000.00	180	46.10	2,226.10
Financial Manager	1	2,000.00	180	46.10	2,226.10
<b>TOTAL</b>	<b>5</b>				<b>12,243.30</b>

*Promoter x3*

*?*

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#### **6.4 OFFICE FURNITURE AND FITTINGS**

Table 4 : Office Furniture and fittings

TYPE	PRICE/UNIT (RM)	QUANTITY	TOTAL AMOUNT (RM)
Chair	300.00	10	3,000.00
Desk	500.00	10	5,000.00
Laptop	1,800.00	2	3,600.00
Cabinet	2,000.00	2	4,000.00
Electric fan	500.00	3	1,500.00
Printer	2,000.00	2	4,000.00
Visitor chair	250.00	1	250.00
Extension wire	80.00	4	520.00
<b>TOTAL</b>			<b>21,870.00</b>

Table 5 : List of Supplies

Types	Price/Unit (RM)	Quantity	Total Amount (RM)
A4 Paper	60.00	2	120.00
Pen	40.00	2	80.00
Printer Ink	40.00	5	200.00
Notepad	30.00	2	60.00
Filing	4.00	10	40.00
<b>TOTAL</b>			<b>500</b>

## **6.5 ADMINISTRATIVE BUDGET**

Table 6 : Administration Budget

ITEMS	FIXED ASSET	MONTHLY EXPENSES	OTHER EXPENSES
LAND & BUILDING	50,000.00		
FURNITURE & FITTINGS	21,870.00		
VEHICLE (OFFICE USE) - CAR - MOTORCYCLE	28,000.00		
RENOVATION	10,000.00		
SALARY (EPF & SOCSO)		5,791.10	
RENT		400.00	
UTILITIES		125.00	
OFFICE SUPPLIES		500.00	
BUSINESS LICENSE / PERMIT			60.00
ROAD TAX / INSURANCE			3,500.00
COURSES ATTENDED			500.00
<b>TOTAL</b>	<b>109,870.00</b>	<b>6,816.10</b>	<b>4,060.00</b>

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 5/10/10  
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## **7.0 MARKETING PLAN**

### **7.1 MARKETING OBJECTIVES**

- ✓ To fully utilise marketing strategy in order to increase sales, products, or services.
- ✓ To ensure the customers are interested and motivated to buy the products or services and to build brand awareness by doing promotions in social media platforms such as Instagram and Facebook
- ✓ To expand market segment and market penetration while retaining existing customers

### **7.2. SERVICE DESCRIPTION**

The business that we will be operating is a Dream Cake House which is a bakery that serves customers by selling them mini cakes. Customers' demand for cakes is also increasing, and many bakeries are now open to accommodate to preferences and attract customers to buy them. Dream Cake House also offers a variety of custom cake designs, as well as using premium and high-quality materials with a variety of toppings.

First and foremost, customers can benefit from the sale of these mini-cakes because the price is reasonable and can be used for any occasion, and most importantly, these mini-cakes are halal and have been certified by JAKIM. This can persuade our Muslim customers that the mini-cakes we produce are of high quality, and our products have been approved.

Furthermore, the sale of mini-cakes provides a variety of cake designs desired by customers, and we are also available to assist customers with any additional ideas or suggestions for their mini-cakes. Not only that, but our customers can also select the design of pre-existing mini cakes, which can be used for dining sessions with co-workers or any event that keep calling for mini-cakes as a sugary food.

Next, these mini-cakes are popular among teenagers, adults, and children, increasing the demand for mini-cakes. The reasonable and affordable price of the mini-cakes that we offer can reduce the cost of the customer's budget, attracting customers to be more attracted to mini-cakes than other cake sales.

We offer custom-made mini cakes in which customers can design their own mini-cakes based on their own ideas. They can probably decide on any flavour,

toppings, and design that they want, as well as what the design should and could be; in other words, their preferences are our top priority.



## **7.3 TARGET MARKET**

### **Segmenting Marketing**

The practise of grouping or segmenting a market of potential buyers based on various criteria is known as market segmentation. Consumers in the segments have comparable responses to marketing techniques and share characteristics such as similar interests, needs, or location. Its goal is to ensure that businesses can segment their customers into groups in order to more effectively market their product or service.

- Geographic segmentation
- Demographic segmentation
- Psychographic segmentation

### **Geographic Segmentation**

For our business Dream Cake House location is at the Jalan Ang Cheng Ho, Kuching. It can be assumed as a developing urban areas. In addition, our business location is very strategic as our bakery is near to shop lots and residential areas which will make it easier for them to come and buy our mini-cakes. Our bakery is very suitable to open there because there is no other nearby bakery from the residential area. So, this will be our big opportunity to set up our bakery.

### **Demographic segmentation**

#### ✓ Adults

We are targeting adults as our primary customers due to our economic crisis and the Malaysia Ringgit's decline. The Adults usually buy something they can afford such as our mini-cakes that have variety of topping, flavours and design with only RM15. Adults also tend to buy mini-cakes in large quantities because they are typically used for special occasions such as office meetings or birthday parties.

#### ✓ Teenagers & Kids

Teenagers are also drawn to sweet foods such as mini-cakes, especially if the design of the mini-cakes that they wished is visible. This may encourage

teenagers to purchase our mini-cakes, as well as kids who enjoy mini-cakes due to its strong sweet treat.

### **Psychographic segmentation**

In this segmentation, our target market is those who loves to eat sweet foods such as our mini-cakes. Our mini-cakes popular among the adults because they love to buy our mini-cake in a large quantities and majority of our customers is adults compared to the kids. Kid's lifestyles are constantly monitored by their parents in this day and age, and they are discouraged from eating sweet foods so that it does not become a habit.

## **7.4 MARKET TREND & MARKET SIZE**

The demand for mini-cakes is expected to rise as the population grows. This is due to the rapid increase in the number of young people, including children who will grow into teenagers and adults. Furthermore, today's society's preference for sweet food over healthy food is expected to increase demand for sweet food production in our country. As a result, there was a greater demand for mini-cakes.

### **MARKET SIZE**

- ✓ Kuching population  
= 631,000
- ✓ Our Sale forecast is 10% from market size  
= 10% x 631,000  
= 63,100
- ✓ Population x Average Price = Market Size  
= RM 15 X 63,100
- ✓ Per month = RM 946,500.00
- ✓ Per Year = RM 946,500.00 X 12 Month  
= RM 11,358,000.00

NO	BUSINESS	ESTIMATE PER CAKE	SALES	TOTAL ESTIMATED SALES/MONTHLY (RM)	TOTAL ESTIMATED SALES/YEARLY (RM)
1.	MINI-CAKES	RM 15.00		RM 946,500.00	RM 11,358,000.00

### **7.5 COMPETITION – STRENGTH & WEAKNESS OF COMPETITORS**

COMPETITORS	STRENGTH	WEAKNESS
TAKA	<ul style="list-style-type: none"> <li>- Strong brand image</li> <li>- Provide tasty bakery and cake</li> <li>- Has many outlets at Kuching</li> </ul>	<ul style="list-style-type: none"> <li>- Prices are too expensive for mini-cakes only.</li> </ul>
MITA	<ul style="list-style-type: none"> <li>- Has many outlets at Kuching.</li> <li>- Expertise in butter cake, cheese and soft buns.</li> <li>- People preference and got a regular customers</li> </ul>	<ul style="list-style-type: none"> <li>- Don't have many branch.</li> <li>- Did not provide enough birthday cake</li> </ul>
SUGARBEE	<ul style="list-style-type: none"> <li>- Provide many designs and customize cakes.</li> <li>- Expertise in buns.</li> </ul>	<ul style="list-style-type: none"> <li>- The brands are not familiar among the consumers in Peninsular particularly.</li> <li>- Lack of promotion and advertisement.</li> <li>- Uncertainty of acceptance at the new place.</li> </ul>

## 7.6 MARKET SHARE


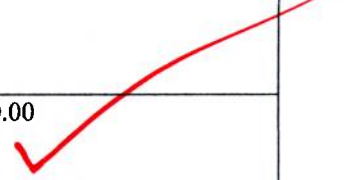
Market share is defined as the division of market or sales between companies that operate in the same industry. It will take into account the number of competitors, their experience, their strengths and weaknesses. The table below shows the market share distribution before and after our company entered the market.

Market share before and after the entrance of the Dream Cake House:

<b>BEFORE</b>	<b>%</b>	<b>AMT</b>	<b>AFTER</b>	<b>%</b>	<b>AMT</b>
1. TAKA	45	RM5,111,100.00	1. TAKA	45	RM 5,111,100.00
2. MITA	35	RM 3,975,300.00	2. MITA	30	RM 3,407,400.00
3. SUGARBEE	20	RM 2,271,600.00	3. SUGARBEE	15	RM1,703,700.00
			4. DREAMCAKE HOUSE	10	RM 1,135,800.00
<b>TOTAL</b>		<b>RM 11,358,000.00</b>	<b>TOTAL</b>		<b>RM 11,358,000.00</b>

## **7.7 SALES FORECAST**

### **SALES FORECAST PER YEAR**

<b>BIL</b>	<b>MONTH</b>	<b>RM</b>
1	January	 RM 94,650.00
2	February	
3	March	
4	April	
5	May	
6	June	
7	July	
8	August	
9	September	
10	October	
11	November	
12	December	
	<b>TOTAL</b>	RM 1,135,800.00 
2023	Increased 10 %	RM 1,249,380.00
2024	Increased 20 %	RM 1,499,256.00
2025	Increased 25 %	RM 1,874,070.00

## **7.8 MARKETING STRATEGY**

### **Service Strategy**

<b>NAME</b>	<b>DREAM CAKEHOUSE</b>
<b>SERVICE QUALITY</b>	<ul style="list-style-type: none"> <li>➤ Ingredients We are using premium quality baking ingredients and halal.</li> <li>➤ Consistency We will be monitoring each progress of making our products to consistent for its taste, shape and quantity usage</li> <li>➤ Delivery application We have our own rider that will delivering our mini-cakes to our customers</li> </ul>
<b>SERVICE PACKAGE</b>	<ul style="list-style-type: none"> <li>➤ For a mini cake, we are preparing a suitable box for 6-inch cake.</li> <li>➤ Our design of packaging come out eco-friendly with ribbon design</li> </ul>
<b>SERVICE DIFFERENTIATION</b>	<ul style="list-style-type: none"> <li>➤ These mini-cakes are guaranteed halal and to customers not to be afraid to buy them as well as the ingredients used to make these cakes are high quality ingredients by offering a affordable price.</li> </ul>
<b>AFTER SALES SERVICE (IF APPROPRIATE)</b>	<ul style="list-style-type: none"> <li>➤ We will ask feedback from our customers to improve the quality of our products</li> </ul>

### **Pricing Strategy**

For pricing strategy will be used based on competitions strategy. We will offer the best price which is not too low-or too high from our competitors.

<b>Competitors</b>	<b>Price (RM)</b>
TAKA	RM 20.00
MITA	RM 20.00
SUGARBEE	RM 20.00
DREAM CAKEHOUSE	RM 15.00

## Place/Distribution Strategy

Our shop's location is currently in the famous area which is at the Jalan Ang Cheng Ho, Kuching, so we take this opportunity to call out everyone who is in that areas to come to our shop to see mini cakes.

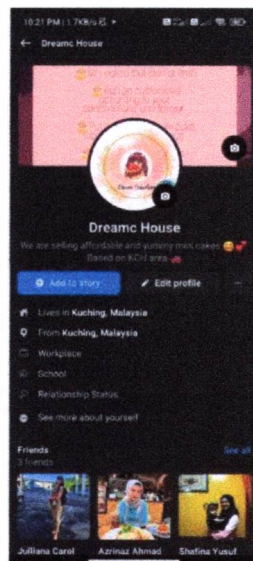
We also make deliveries to our customers 'homes as there are also customers who live far away from our shop area. Plus, it is can maintain the excellent quality of our services which is much easier for our customers.

## Promotion Strategy

### Advertising

One of our marketing strategies is advertising, and we purchased a signboard, distributed flyers, and hung a banner. This strategy is employed in order to attract more customers from various cities and to ensure that our shop is well-known. Aside from that, we use social media as part of our marketing strategy. This is one of the most basic methods of contacting the client. Using cutting-edge technologies, we can successfully expand our business. We plan to advertise our shop on Facebook and Instagram:

#### 1. Instagram and Facebook





### 7.9 MARKETING BUDJET

Items	Fixed Asset (RM)	Working Capital (RM)	Other Expenses (RM)
<b>Fixed Assets</b>			
Signboard	2,000.00		
Flyers	150.00		
Banner & Bunting	350.00		
<b>Working Capital</b>			
Salary / EPF/ SOCSO			
- Marketing Manager		2,226.10	
- Promoter (3)		5,009.70	
Promotion		2,000.00	
Petrol and Vehicle Maintenance		1,000.00	
<b>Other Expenditure</b>			
Other Expenditure			300.00
<b>Total (RM)</b>	2,500.00	10,235.80	300.00

## **8.0 OPERATIONAL PLAN**

One of the most important functions in a business organization is operation. Operational management is key to making sure the company can generate goods and deliver services in line with the specified standards, quality, and time frame. In business, targets are short-term goals that bring a company closer to its long-term goals. It differs slightly from strategic objectives, which are longer-term goals of a business, but they are closely connected because a business can only achieve its strategic goals if operational goals are fulfilled. Middle managers typically set operational objectives for the next six to twelve months relying on an organization's goal. They should be attainable and precise in order to produce accurate guidelines for the day-to-day operation of specific operations. This business word is commonly used in strategic management and operational planning.

As a result, it's essential to involve employees in goal-setting and to describe them as clearly and accurately. Following the establishment of appropriate operational objectives for each department, business plans to achieve those goals can be created.

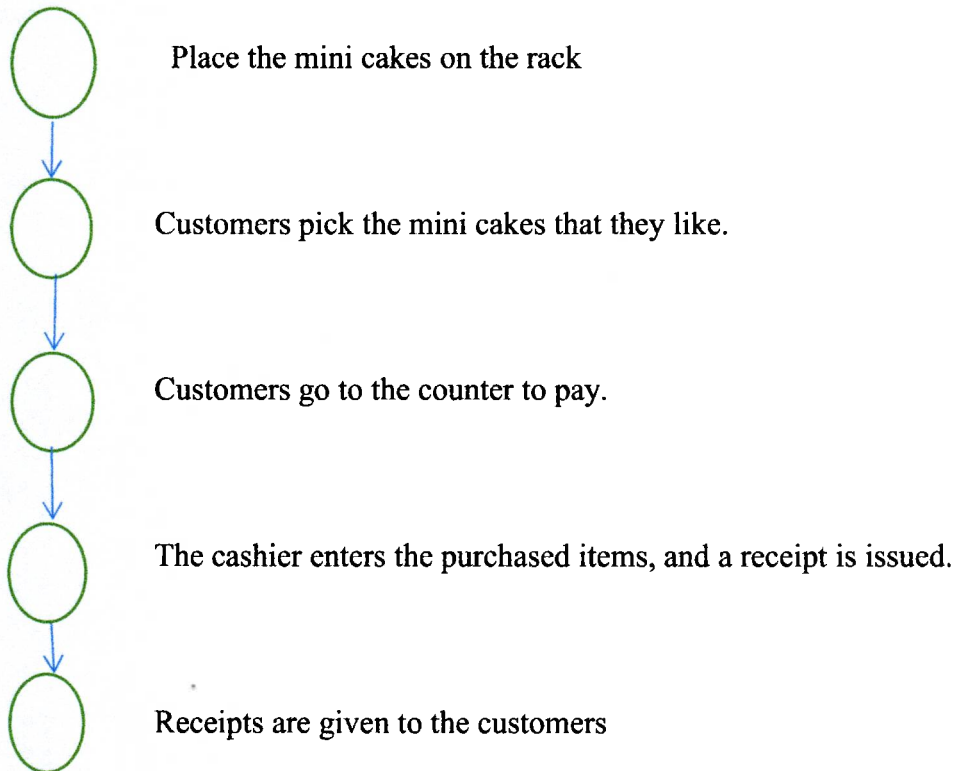
The objectives include:

- To ensure that all activities are completed on time and cost-effective manner by 80% by 2025.
- To ensure that the organization's processes adhere to high level standards.
- To develop an effective strategic goal in order to stay competitive in the market for the next ten years.
- To efficiently produce financial data in order to increase profit.
- To provide customers with affordable mini cakes.
- To efficiently hire, train, and supervise staff for the highest performance level standard.
- To provide high quality of mini cakes.

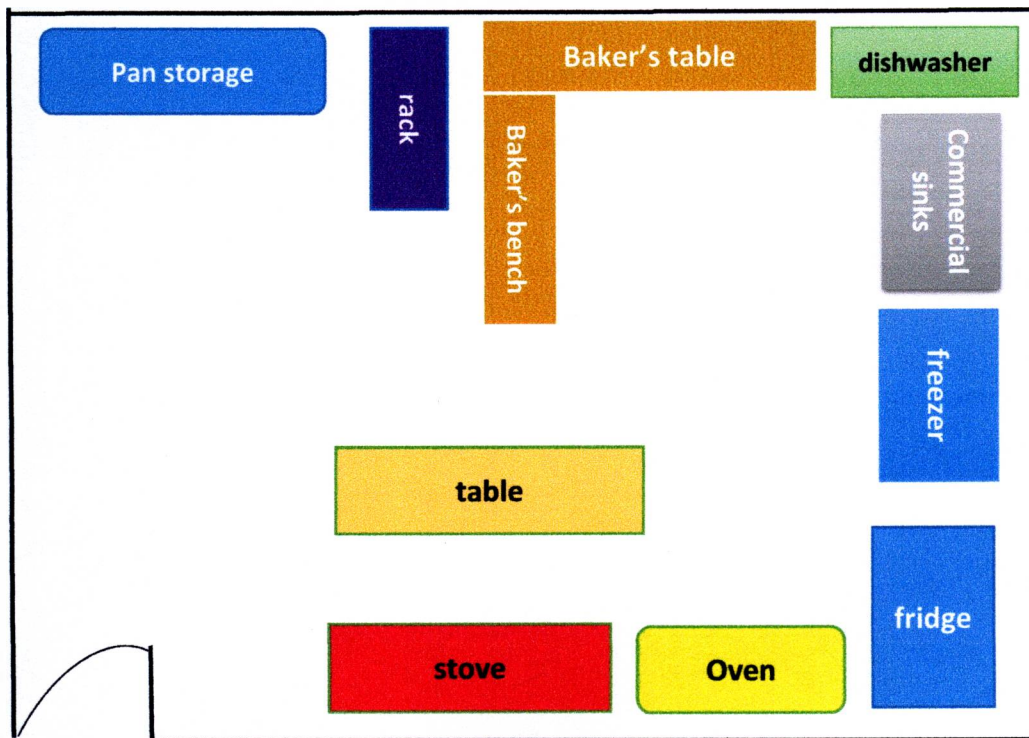
If an organization fails to fulfill its goals and prepare for major changes, it may lose significant lead time and momentum in dealing with them when they arise. A lack of direction in a company causes morale issues because the future looks bleak, unexpected, and out of control for the workers. These situations can only be interpreted as a threat to employment, which has a negative impact on productivity. This is why strategic planning is vital to business success.

## **8.1 PROCESS PLANNING**

Process planning is the identification of the process procedures for creating a product or offering services from beginning to end. The procedures involved in the manufacturing industry will be presented in detail, such as the activity, duration, and equipment used. In the case of a service company, process planning will outline all of the processes that must be completed from beginning to end in order to provide the service to the customer.

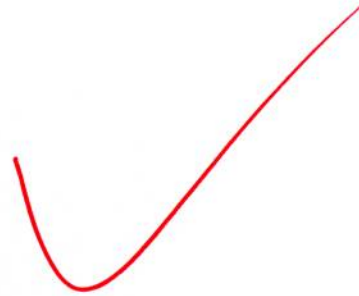


## 8.2 OPERATION LAYOUT



### 8.3 CAPACITY PLANNING

INFORMATION	CALCULATION
Average sale forecast per month	RM 94,650.00
Price per unit	RM 15.00
Number of output per month	<u>RM 94, 650.00</u> RM 15.00 = 6,310 units
Working days	26 days
Output per day	<u>6,310 units</u> 26 days = 242 units per day



#### **8.4 MACHINE & EQUIPMENT PLANNING**

Material planning is the list of items or materials that must be used in order to conduct business. It is the key resources that will ensure the successful operation of the company's business key activities. Material Planning has a total cost of RM 43,670.00.

ITEM	QUANTITY	PRICE PER UNIT (RM)	TOTAL COST (RM)
mixer	4	1,000.00	4,000.00
Oven	4	3,000.00	12,000.00
Refrigerator	3	3,000.00	9,000.00
Dough divider	2	3,500.00	7,000.00
Baker's table	4	160.00	640.00
Display cases	2	2,500.00	5,000.00
Baking pans	25	10.00	250.00
Mixing bowls	20	14.00	280.00
Spatulas	30	5.00	150.00
spoons	50	5.00	250.00
Pastry knives	10	150.00	1,500.00
Containers tray	20	40.00	800.00
Oven racks	2	300.00	600.00
Measuring cups & spoons	20	12.00	240.00
Paper bags	100	1.10	110.00
Dishwasher	1	1,500.00	1,500.00
Commercial sink	1	350.00	350.00
<b>TOTAL</b>			<b>43,670.00</b>

## **8.5 SUPPLIER OF MACHINE AND EQUIPMENT**

No.	Machine and Equipment	Suppliers
1.	Mixer	Ever Save Home Appliance Repair Services
2.	Oven	Ever Save Home Appliance Repair Services
3.	Refridgerator	Ever Save Home Appliance Repair Services
4.	Dough Divider	Ever Save Home Appliance Repair Services
5.	Baker's table	Ever Save Home Appliance Repair Services
6.	Display Cases	Ever Save Home Appliance Repair Services
7.	Baking pans	Bake With Yen
8.	Mixing bowls	Bake With Yen
9.	Spatulas	Bake With Yen
10.	Spoons	Bake With Yen
11.	Pastry knives	Bake With Yen
12.	Containers tray	Bake With Yen
13.	Oven racks	Ever Save Home Appliance Repair Services
14.	Measuring cups and spoons	Bake With Yen
15.	Paper bags	Bake With Yen
16.	Diswasher	Ever Save Home Appliance Repair Services
17.	Commercial Sinks	Ever Save Home Appliance Repair Services

## **8.6 MATERIALS PLANNING**

<b>MATERIALS</b>	<b>QUANTITY</b>	<b>SAFETY STOCKS</b>	<b>TOTAL MATERIAL REQUIREMENT</b>	<b>PRICE/UNIT (RM)</b>	<b>TOTAL PRICE (RM)</b>
flour	100 kg	5	105	3.50	367.50
sugar	100 kg	5	105	1.70	178.50
egg	300 units	30	330	10.90	3,597.00
butter	200 kg	20	220	13.90	3,058.00
Cocoa powder	100 units	5	105	1.50	157.50
Vanilla essence	100 units	5	105	1.50	157.50
Milk powder	100 kg	10	110	13.50	1,485.00
Evaporated milk	100 kg	10	110	3.60	396.00
Icing toping	100 kg	5	105	12.90	1,354.50
Baking powder	100 units	5	105	3.00	315.00
Baking Soda	100 units	5	105	2.90	304.50
Sprinkles	100 units	5	105	2.50	262.50
Chocolate bar	100 units	5	105	19.90	2,089.50
Castor sugar	95 units	5	100	3.00	300.00
White chocolate bar	100 units	5	105	18.90	1,984.50
softener	95 units	5	100	3.00	300.00
Cinnamon powder	45	5	50	18.00	900.00
Matcha powder	100	5	105	10.00	1,050.00
Strawberry powder	100	5	105	20.00	2,100.00
Natural	95	5	100	33.05	3,305.00



almond powder					
<b>TOTAL</b>					<b>23,662.50</b>

### **8.7 SUPPLIER OF MATERIAL**

NO	MATERIAL	SUPPLIER
1.	Flour	Bake With Yen
2.	sugar	Bake With Yen
3.	butter	Bake With Yen
4.	Cocoa powder	Bake With Yen
5.	Vanilla essence	Bake With Yen
6.	Milk powder	Bake With Yen
7.	Evaporated milk	Bake With Yen
8.	Icing toping	Bake With Yen
9.	Baking powder	Bake With Yen
10.	Baking soda	Bake With Yen
11.	Sprinkles	Bake With Yen
12.	Chocolate bar	Bake With Yen
13.	Castor sugar	Bake With Yen
14.	White chocolate bar	Bake With Yen
15.	softener	Bake With Yen
16.	Cinnamon powder	Bake With Yen
17.	Matcha powder	Bake With Yen
18.	Strawberry powder	Bake With Yen
19.	Natural almond powder	Bake With Yen

## **8.8 MANPOWER PLANNING**

The positions outlined here are only for operational personnel. The operations department employs 10 personnels which include a Operation Manager, runner, baker and cashier.

Position	Number of Personnel
Operation Manager	1
runner	3
baker	4
cashier	2
TOTAL	10

## **8.9 SCHEDULE OF TASKS AND RESPONSIBILITIES**

Position	Task and Responsibilities
Operation Manager	<ul style="list-style-type: none"><li>➤ The Operations Manager's primary responsibility is to apply effective processes and practises throughout the organisation.</li><li>➤ An Operations Manager's particular role is to develop strategy, increasing productivity, acquiring materials and resources, and ensuring compliance.</li></ul>
runner	<ul style="list-style-type: none"><li>➤ delivering food orders from the bakery to customers' tables in a timely and precise manner.</li><li>➤ Assure the customers have everything they need on the tables after delivery of food.</li></ul>
baker	<ul style="list-style-type: none"><li>➤ Creating and developing new and innovative mini caked to refresh our menus and keep customers interested.</li><li>➤ Decorating mini cakes with various icings, toppings, and so on to ensure an offers an exciting presentation.</li></ul>
cashier	<ul style="list-style-type: none"><li>➤ Offer a great customers experience with fair, pleasant, and polite and respectful service,</li></ul>

	<ul style="list-style-type: none"> <li>➤ Sales are recorded on a cash register by scanning products, itemising, and totaling the purchases of customers.</li> <li>➤ Resolves customer issues by providing responses.</li> <li>➤ If necessary, purchase bags.</li> <li>➤ Return transactions are processed.</li> </ul>
--	---

### **8.10 SCHEDULE OF REMUNERATION**

Position	No	Monthly Salary (RM)	EPF (RM) (9%)	SOCSSO (RM)	TOTAL
Operation manager	1	2,000.00	180.00	46.10	2,226.10
runner	3	1,300.00	117.00	30.40	4,432.20
baker	4	1,600.00	144.00	37.10	7,124.40
cashier	2	1,300.00	117.00	30.40	2,894.80
<b>TOTAL</b>	<b>10</b>	<b>6,200.00</b>	<b>558.00</b>	<b>144.00</b>	<b>16,677.50</b>

### **8.11 OVERHEAD REQUIREMENT**

Overheads are expenses other than direct raw materials and direct labour. Overheads include indirect labour costs, indirect material costs, insurance, maintenance, and utilities. The total overhead cost is RM 525.00.

NO	Item	Cost (RM)
1.	Utilities	125.00
2.	Rental	400.00
	<b>TOTAL COST</b>	<b>525.00</b>

## **8.12 LOCATION**

Dream Cake House location: Located at Jalan Ang Cheng Ho Kuching (nearby RHB Bank Wisma Mahmud).



Figure 5.1.1 Dream Cake House Location



Figure 5.1.2. Dream Cake House Building

The image of our building is shown in Figure 5.1.2 above. According to Google Maps, this location is close to RHB Bank Wisma Mahmud. Because of the brilliant and systematic lanes, roads, and traffic lights, the area here is also great because traffic is under control and not as congested as in other cities.

### **8.13 BUSINESS AND OPERATION HOUR**

DAY	TIME
SUNDAY	CLOSED
MONDAY	9 AM-10 PM
TUESDAY	9 AM-10 PM
WEDNESDAY	9 AM-10 PM
THURSDAY	9 AM-10 PM
FRIDAY	9 AM-10 PM
SATURDAY	9 AM-10 PM

OPERATION	REST HOUR
MONDAY-SATURDAY	1 PM-2 PM

### **8.14 LICENSE, PERMITS AND REGULATIONS REQUIRED**

Business licences are government-issued authorizations that allow companies to conduct business within the territorial jurisdiction of the government. This is a licence to establish a government-created corporation for the purpose of doing business. DBKU grants Dream CakeHouse a business licence. We can run our business with confidence because we have a valid licence.

In addition, our company applies to the Malaysian Companies Commission for import and export licences. Following registration, our company applied in Malaysia for JAKIM halal certification. Because Malaysia is a Muslim country, the government is striving to create the country's food industry a centre for high-quality halal product.

Lastly, the pandemic has had an effect on the food industry, influencing food safety as well as the food supply chain. As a consequence, all Dream CakeHouse employees have received covid-19 vaccine. Furthermore, as a safety measure, our bakery only accepts fully vaccinated customers.

### **8.15 OPERATION BUDGET**

Table below show the operation budget.

Item	Fixed asset (RM)	Monthly expenses (RM)	Other expenses (RM)
Machine & equipment	43,670.00		
Raw materials		23,662.50	
Wages+EPF+SOCSSO		16,677.50	
Utilities		125.00	
rent		400.00	
Deposit for rent			1,200.00
Deposit for utilities			375.00
total	43,670.00	40,865.00	1,575.00

## **8.16 IMPLEMENTATION SCHEDULE**

Table below show our implementation schedule.

<b>ACTIVITIES</b>	<b>DEADLINES</b>	<b>DURATION</b>
Incorporation in business	January-March 2022	3 months
Application for permits and license	January-March 2022	3 months
Searching for business premise	March-April 2022	1 months
Premise Renovation	May 2022	1 months
Procurement of machines, equipment and raw materials	May-july 2022	3 months
Recruitment of staff	July 2022	1 month
Installation of machines	May 2022	1 month

## 9.0 FINANCIAL PLAN

### 9.1 Operational Budgets (Administration Budget, Operations Budget & Marketing Budget)

<b>ADMINISTRATIVE BUDGET</b>				
<b>Particulars</b>	<b>F.Assets</b>	<b>Monthly Exp.</b>	<b>Others</b>	<b>Total</b>
<b>Fixed Assets</b>				
Land & Building	50,000			50,000
Furniture and Fittings	21,870			21,870
Vehicles	28,000			28,000
Renovations	10,000			10,000
	-			-
<b>Working Capital</b>				
Salary		5,791		5,791
Rent		400		400
Utilities		125		125
Office Supplies		500		500
		-		-
		-		-
		-		-
<b>Pre-Operations &amp; Other Expenditure</b>				
Other Expenditure			-	-
Deposit (rent, utilities, etc.)			-	-
Business Registration & Licences			60	60
Insurance & Road Tax for Motor Vehicle			3,500	3,500
Other Pre-Operations Expenditure			500	500
<b>Total</b>	<b>109,870</b>	<b>6,816</b>	<b>4,060</b>	<b>120,746</b>

<b>OPERATIONS BUDGET</b>				
<b>Particulars</b>	<b>F.Assets</b>	<b>Monthly Exp.</b>	<b>Others</b>	<b>Total</b>
<b>Fixed Assets</b>				
Machine and Equipment	43,670			43,670
<b>Working Capital</b>				
Raw Materials		23,663		23,663
Carriage Inward & Duty				
Salaries, EPF & SOCSO		16,678		16,678
Rental		400		400
Water & Electricity		125		125
<b>Pre-Operations &amp; Other Expenditure</b>				
Other Expenditure				
Deposit (rent, utilities, etc.)				
Business Registration & Licences				
Insurance & Road Tax for Motor Vehicle				
Other Pre-Operations Expenditure			1,575	1,575
<b>Total</b>	<b>43,670</b>	<b>40,865</b>	<b>1,575</b>	<b>86,110</b>



### MARKETING BUDGET

Particulars	F.Assets	Monthly Exp.	Others	Total
<b>Fixed Assets</b>				
SIGNAGE	2,500			2,500
	-			-
	-			-
	-			-
<b>Working Capital</b>				
Salary		7,236		7,236
Promotion		2,000		2,000
Petrol and Vehicle Maintenance		1,000		1,000
		-		-
		-		-
		-		-
		-		-
<b>Pre-Operations &amp; Other Expenditure</b>				
Other Expenditure			300	
Deposit (rent, utilities, etc.)			-	-
Business Registration & Licences			-	-
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			-	-
<b>Total</b>	<b>2,500</b>	<b>10,236</b>	<b>300</b>	<b>12,736</b>

## 9.2 Project Implementation Cost & Sources of Financing

Dream Cakehouse					
PROJECT IMPLEMENTATION COST & SOURCES OF FINANCE					
Project Implementation Cost			Sources of Finance		
Requirements	Cost	Loan	Hire-Purchase	Own Contribution	
				Cash	Existing F. Assets
<b>Fixed Assets</b>					
Land & Building	50,000	50,000			
Furniture and Fittings	21,870			21,870	
Vehicles	28,000		28,000		
Renovations	10,000	10,000			
SIGNAGE	2,500			2,500	
Machine and Equipment	43,670	43,670			
<b>Working Capital</b> 6 months					
Administrative	40,897	40,897			
Marketing	61,415	61,415			
Operations	245,190	245,190			
<b>Pre-Operations &amp; Other Expenditure</b>	5,935	5,935			
<b>Contingencies</b>					
<b>TOTAL</b>	<b>509,476</b>	<b>457,106</b>	<b>28,000</b>	<b>24,370</b>	

### 9.3 Pro-Forma Cash Flow (3 years)

MONTH	Pre-Operations	1	2	3	4
<b>CASH INFLOW</b>					
Capital (Cash)	24,370				
Loan	457,106				
Cash Sales		85,185	85,185	85,185	85,185
Collection of Accounts Receivable			9,465	9,465	9,465
<b>TOTAL CASH INFLOW</b>	<b>481,476</b>	<b>85,185</b>	<b>94,650</b>	<b>94,650</b>	<b>94,650</b>
<b>CASH OUTFLOW</b>					
<b>Administrative Expenditure</b>					
Salary		5,791	5,791	5,791	5,791
Rent		400	400	400	400
Utilities		125	125	125	125
Office Supplies		500	500	500	500
<b>Marketing Expenditure</b>					
Salary		7,236	7,236	7,236	7,236
Promotion		2,000	2,000	2,000	2,000
Petrol and Vehicle Maintenance		1,000	1,000	1,000	1,000
<b>Operations Expenditure</b>					
Cash Purchase					
Payment of Account Payable			11,831	23,663	23,663
Carriage Inward & Duty					
Salaries, EPF & SOCSO		16,678	16,678	16,678	16,678
Rental		400	400	400	400
Water & Electricity		125	125	125	125
<b>Other Expenditure</b>					
<b>Pre-Operations</b>					
Deposit (rent, utilities, etc.)					
Business Registration & Licences	60				
Insurance & Road Tax for Motor Vehicle	3,500				
Other Pre-Operations Expenditure	2,075				
<b>Fixed Assets</b>					
Purchase of Fixed Assets - Land & Building	50,000				
Purchase of Fixed Assets - Others	78,040				
Hire-Purchase Down Payment					
<b>Hire-Purchase Repayment:</b>					
Principal		467	467	467	467
Interest		117	117	117	117
<b>Loan Repayment:</b>					
Principal		7,618	7,618	7,618	7,618
Interest		1,905	1,905	1,905	1,905
Tax Payable					
<b>TOTAL CASH OUTFLOW</b>	<b>133,675</b>	<b>44,861</b>	<b>56,192</b>	<b>68,023</b>	<b>68,023</b>
<b>CASH SURPLUS (DEFICIT)</b>	<b>347,801</b>	<b>40,524</b>	<b>38,458</b>	<b>26,627</b>	<b>26,627</b>
<b>BEGINNING CASH BALANCE</b>		<b>347,801</b>	<b>386,326</b>	<b>426,784</b>	<b>453,410</b>
<b>ENDING CASH BALANCE</b>	<b>347,801</b>	<b>386,326</b>	<b>426,784</b>	<b>453,410</b>	<b>480,037</b>

**Dream Cakehouse  
PRO FORMA CASH FLOW STATEMENT**

5	6	7	8	9	10	11	12
85,185	85,185	85,185	85,185	85,185	85,185	85,185	85,185
9,465	9,465	9,465	9,465	9,465	9,465	9,465	9,465
<b>94,650</b>	<b>94,650</b>	<b>94,650</b>	<b>94,650</b>	<b>94,650</b>	<b>94,650</b>	<b>94,650</b>	<b>94,650</b>
5,791	5,791	5,791	5,791	5,791	5,791	5,791	5,791
400	400	400	400	400	400	400	400
125	125	125	125	125	125	125	125
500	500	500	500	500	500	500	500
7,236	7,236	7,236	7,236	7,236	7,236	7,236	7,236
2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000
1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
23,663	23,663	23,663	23,663	23,663	23,663	23,663	23,663
16,678	16,678	16,678	16,678	16,678	16,678	16,678	16,678
400	400	400	400	400	400	400	400
125	125	125	125	125	125	125	125
467	467	467	467	467	467	467	467
117	117	117	117	117	117	117	117
7,618	7,618	7,618	7,618	7,618	7,618	7,618	7,618
1,905	1,905	1,905	1,905	1,905	1,905	1,905	1,905
<b>68,023</b>	<b>68,023</b>	<b>68,023</b>	<b>68,023</b>	<b>68,023</b>	<b>68,023</b>	<b>68,023</b>	<b>68,023</b>
<b>26,627</b>	<b>26,627</b>	<b>26,627</b>	<b>26,627</b>	<b>26,627</b>	<b>26,627</b>	<b>26,627</b>	<b>26,627</b>
<b>488,037</b>	<b>504,664</b>	<b>533,290</b>	<b>559,917</b>	<b>586,544</b>	<b>613,171</b>	<b>639,797</b>	<b>666,424</b>
<b>506,664</b>	<b>533,290</b>	<b>559,917</b>	<b>586,544</b>	<b>613,171</b>	<b>639,797</b>	<b>666,424</b>	<b>693,051</b>

TOTAL YR 1	YEAR 2	YEAR 3
24,370		
457,106		
1,022,220	1,124,442	1,349,330
104,115	123,992	147,843
<b>1,607,811</b>	<b>1,248,434</b>	<b>1,497,174</b>
69,493	76,443	91,731
4,800	5,280	6,336
1,500	1,650	1,980
6,000	6,600	7,920
96,830	95,513	114,615
24,000	26,400	31,680
12,000	13,200	15,840
248,456	283,950	316,800
200,130	220,143	264,172
4,800	5,280	6,336
1,500	1,650	1,980
300	330	396
60		
3,500	3,500	3,500
2,075		
50,000		
78,040		
5,600	5,600	5,600
1,400	1,400	1,400
91,421	91,421	91,421
22,855	18,284	13,713
0	0	0
<b>914,761</b>	<b>856,644</b>	<b>975,420</b>
<b>693,051</b>	<b>391,790</b>	<b>521,754</b>
	<b>693,051</b>	<b>1,084,841</b>
<b>693,051</b>	<b>1,084,841</b>	<b>1,606,594</b>

## 9.4 Pro-Forma Income Statement (3 years)

<b>Dream Cakehouse PRO-FORMA INCOME STATEMENT</b>			
	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b>Sales</b>	<b>1,135,800</b>	<b>1,249,380</b>	<b>1,499,256</b>
<b>Less: Cost of Sales</b>			
Opening stock		113,580	124,938
Purchases	283,950	316,800	364,320
Less: Ending Stock	113,580	124,938	149,926
Carriage Inward & Duty			
	170,370	305,442	339,332
<b>Gross Profit</b>	<b>965,430</b>	<b>943,938</b>	<b>1,159,924</b>
<b>Less: Expenditure</b>			
Administrative Expenditure	81,793	89,973	107,967
Marketing Expenditure	122,830	135,113	162,135
Other Expenditure	300	330	396
Business Registration & Licences	60		
Insurance & Road Tax for Motor Vehicle	3,500	3,500	3,500
Other Pre-Operations Expenditure	2,075		
Interest on Hire-Purchase	1,400	1,400	1,400
Interest on Loan	22,855	18,284	13,713
Depreciation of Fixed Assets	21,208	21,208	21,208
Operations Expenditure	206,430	227,073	272,488
<b>Total Expenditure</b>	<b>462,451</b>	<b>496,880</b>	<b>582,807</b>
<b>Net Profit Before Tax</b>	<b>502,979</b>	<b>447,058</b>	<b>577,117</b>
<b>Tax</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Net Profit After Tax</b>	<b>502,979</b>	<b>447,058</b>	<b>577,117</b>
<b>Accumulated Net Profit</b>	<b>502,979</b>	<b>950,037</b>	<b>1,527,153</b>

## 9.5 Pro-Forma Balance Sheet (3 years)

<b>Dream Cakehouse PRO-FORMA BALANCE SHEET</b>			
	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b>ASSETS</b>			
<b>Non-Current Assets (Book Value)</b>			
Land & Building	50,000	50,000	50,000
Furniture and Fittings	17,496	13,122	8,748
Vehicles	22,400	16,800	11,200
Renovations	8,000	6,000	4,000
<b>SIGNAGE</b>	<b>2,000</b>	<b>1,500</b>	<b>1,000</b>
Machine and Equipment	34,936	26,202	17,468
<b>Other Assets</b>			
Deposit			
	134,832	113,624	92,416
<b>Current Assets</b>			
Stock of Raw Materials	0	0	0
Stock of Finished Goods	113,580	124,938	149,926
Accounts Receivable	9,465	10,412	12,494
Cash Balance	693,051	1,084,841	1,606,594
	816,096	1,220,190	1,769,014
<b>TOTAL ASSETS</b>	<b>950,928</b>	<b>1,333,814</b>	<b>1,861,430</b>
<b>Owners' Equity</b>			
Capital	24,370	24,370	24,370
Accumulated Profit	502,979	950,037	1,527,153
	527,349	974,407	1,551,523
<b>Long-Term Liabilities</b>			
Loan Balance	365,685	274,264	182,843
Hire-Purchase Balance	22,400	16,800	11,200
	388,085	291,064	194,043
<b>Current Liabilities</b>			
Accounts Payable	35,494	68,344	115,884
<b>TOTAL EQUITY &amp; LIABILITIES</b>	<b>950,928</b>	<b>1,333,814</b>	<b>1,861,430</b>

## **10. CONCLUSION**

In conclusion, we are grateful to complete our business plan. In order to prepare complete business plan, we obtain great experience which requires all of us to cooperate and assist each other by giving everything we have through physically and mentally. We acknowledge our own roles and part that compliment towards each other. Therefore, we are hoping that Dream Cakehouse able to survive and continue to provide services towards our loyal customer even though we are compete with other bakery outside there such as Mita, Taka, SugarBee and etc.

Apart from that, we are passion to proceed our business and strive through baking industry as we are committed to achieve our goals. Through dedication and determination, we are hoping that our vision and mission can be achieved in accordance towards the current requirements needed. Dream Cakehouse is a platform that provide affordable cakes to everyone and giving opportunity for them to celebrate with their loves one. Our shop is located at Kuching town area and this will benefits tourist and local residents to try our product as our main priority are quality, clean, and affordable products.



## 11. APPENDICES

### COMPANY REGISTRATION FORM

#### 1. Name of the company:

Dream Cakehouse

#### 2. Type of company:

- Public                       Private                       Limited by guarantee
- Unlimited (either public or private)

#### 3. The company -

- has prepared its own articles of association; or
- will adopt the model articles of association appropriate to the company; or
- will adopt some of those model articles and has prepared its own article of association to supplement or modify those model articles.

(Select the option which applies)

\* If the company has prepared its own articles or articles to supplement or modify the model articles, those articles have been printed, dated and signed by the applicants and are attached to this application.

Target business start date : 10 June 2022  
Target accounting period end month : 10 December 2022  
Number of employees at target business start date : 17

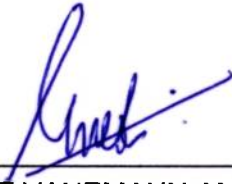
#### 4. Physical address:

Ang Cheng Ho Rd, 93150 Kuching, Sarawak

#### 5. Contact address:

Office No.	085-989133
Email address	<a href="mailto:dreamcakehouse@gmail.com">dreamcakehouse@gmail.com</a>
Postal Code	93150

Sincerely,



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ERNEST VANEMANN AMUT ANAK LEONARD

(GENERAL MANAGER)

010409-13-0185



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NURSHAFINA NATRAH BINTI MOHD USOP @ MOHD YUSUF

(ADMIN MANAGER)

010610-13-0638



---

SHAREEN JALONG

(MARKETING MANAGER)

010709-13-0378



---

DAYANG NURSÜHANA BINTI ABANG ZAINUDIN

(OPERATION MANAGER)

010804-13-0580







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AZRINAZ BT AHMAD

(FINANCE MANAGER)

011118-13-0374

## BUSINESS MODAL CANVAS

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
<p>1. Bake with Yen (Material suppliers)</p> <p>2. Machine suppliers and maintenance (Ever-save home appliance repair service)</p>	<p>1. Sells mini cake</p> <p>2. Making mini cakes</p> <p>3. Delivery</p> <div style="text-align: center;">  </div>	<p>1. We sell Halal mini cakes.</p> <p>2. Customer can choose their own mini cakes design depends on what they like (custom-made)</p> <p>3. We prepare variety of toppings and flavors.</p> <div style="text-align: center;">  </div>	<p>1. Personal Assistance</p> <p>2. By becoming a member of our Dream Cake House store</p>	<p>1. Teenagers</p> <p>2. Adult</p> <p>3. Kids</p> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div>
Key Resources		Channel		
	<p>1. Financial</p> <p>2. Machinery and equipment</p> <p>3. Raw material</p> <p>4. Physical store</p> <p>5. Employees</p>	<p>Reaching customer through Instagram and Facebook pages.</p>		
Cost Structure			Revenue Streams	
<p>1. Utilities - RM250.00</p> <p>2. Salary - RM29,704.40</p> <p>3. Rental - RM800.00</p> <p>4. Raw Material - RM23,662.50</p> <p>5. Other expenses</p>			<p>1. Monthly Sales Forecast - RM94,650.00</p> <p>2. Yearly Sales Forecast - RM11,358,000.00</p> <p>3. Cash on delivery</p>	

## LOCATION

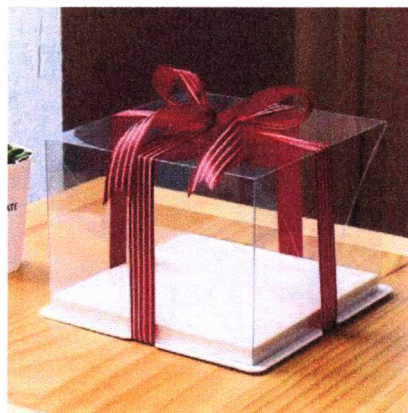


## PACKAGING

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# ADVERTISING

