



اَوْنَبُوْ رَسِيَّتِيْ بِاَتِيْكَوْ لُوْ كِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

SWEETS BY NAQ

BUSINESS PLAN

FACULTY OF BUSINESS ADMINISTRATIVE

BACHELOR IN BUSINESS ADMINISTRATION (HONS) FINANCE

FIN 242

PRINCIPLES OF ENTREPRENEURSHIP

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We are using this opportunity to extend our gratitude to everyone for the endless supports for Sweets By Anaq. We are very thankful for the opportunity given and for everyone's aspiring guidance, invaluable contrastive criticism and friendly advice. We hope that everyone especially our customers will keep on supporting Sweets By Anaq in the future.

We would like to thank our family members for the facilities that they provide us throughout this semester. Without their material, we would not be able to conduct our business with such convenience. Their moral supports are also much appreciated and have kept us motivated all this time.

Bunch of thanks as well for all group members of Sweets By Anaq for the brilliant ideas generated for the success of this business since the beginning of Sweets By Anaq. May our bonds will stay sturdy until this business embark its journey to another level.

Last but not least, we sincerely thank to our lecturer Mr. Cyril Supain for sharing truthful and illuminating views on a number of issues related to the business. His unending support and guidance for the success of Sweets By Anaq will always be cherished.

Table of Contents

EXECUTIVE SUMMARY.....	6
COMPANY PROFILE.....	7
ENVIRONMENTAL BUSINESS ANALYSIS	11
DESCRIPTION VENTURE	12
OPERATION AND PRODUCTION PLAN	13
MARKETING PLAN.....	19
ORGANIZATION PLAN	26
ASSESSMENT OF RISKS	29
FINANCIAL PLAN	30
PROJECT MILESTONES	39
CONCLUSION	40
APPENDICES.....	41

Based on our market research, it's shown that the dessert and premium home baked goods that we offered is popular among teenagers and young adults. However, adult or older people are also enjoying the home baked goods. Thus, we plan to introduce more varieties of dessert and best home-baked good to the community.

There are several home-baked goods business in Kota Kinabalu. Generally, there is none business that ever sell a premium home-baked goods that only use premium and best ingredients in producing home baked goods like our business. Seeds by Nery headquarters in Kota Kinabalu, Sabah and it is partnership business, where Aida Sabana is the General Manager and Nadhahil Huma is the Marketing and Operations and Operational Manager and Anindul is the Financial and Organizational Manager.

We also manipulate our location in Putatan is our utmost advantage. Through a philosophy of "nothing but the best" regarding the premium products offered, Seeds By Nery will establish itself as the best premium home baked goods in Kota Kinabalu. We also will gain a competitive advantage in taste, our and external desserts.

We are very sure that this business will stay competitive in the future. This is because of the smaller budget we will incur as this is an online business. Since our business is an online business, our business is handled from our home. Smaller cost incurred is also an advantage for us because it shows how profitable our business are. For the course of 3 years, of operating, we have already gained sales that are beyond of our imagination to cover our costs.

EXECUTIVE SUMMARY

Sweets By Naq is a dessert and premium home baked goods located in Putatan, Kota Kinabalu Sabah. We can loosely be described as “Cake Sedap No 1 KkCity” where our lovely customers can have their looking beautiful and tempting premium home baked goods.

Sweets By Naq will hold true to its vision and purpose where to establish and offer a premium and quality home baked goods to the community. Sweets By Naq offers premium home baked goods where they are lovingly made with care and use premium and the best ingredients and methods in producing home baked goods. Not only is the taste is better, but home-made produce are often healthier than those commercially provided as there is less need for preservatives.

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ENVIRONMENTAL BUSINESS ANALYSIS

Sweets By Naq is a local Sabahan online business that work from home and owned by three founders. We provide a premium and quality home baked goods to the community. They are lovingly made with care and use premium and also the best ingredients and methods in producing home baked goods.

As we know, home baked goods desserts and product is not only is the taste is better, but home-made produce are often healthier than those commercially provided as there is less need for preservatives. Sweets By Naq also offers premium home baked goods at affordable price. Customers can get their cakes, pastries or desserts as low as RM 15 for a small box.

Moreover, what makes our product is difference from the other home baked goods product is because we innovated it to suit to all the taste for every range category. And the best thing about Sweets By Naq is a muslim product. Therefore, our customers are not limited to muslim, but also non-muslim.

In addition, our target market is for young adults and teenagers especially students, older people, and people who love desserts. As for now, we get our raw materials from the baking supplies and supermarkets in Kota Kinabalu. The reason we buy our raw material from baking supplied instead of any of baker shop is because we want to minimize the cost so that we can produce more output.

Our marketing strategy is through social media such as Facebook, Instagram and Whatsapp. These are the channels where people get in contact with nowadays, so it is much easier for us to approach our customers can also contact us through the social media. We also provide "Cash on Delivery" where we delivery our product to students around UiTM Sabah and residence in Kota Kinabalu.