



اَوْبُوْرَسِيْتِيْ بِاْتِيْكَوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF SPORT SCIENCE AND RECREATION

DIPLOMA IN SPORT STUDIES (SR113)

SR1134A

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

BUSINESS NAME:

SR BAKERY SDN BHD

PRODUCT NAME:

SEA SALT COOKIES

PREPARED FOR:

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LETTER OF SUBMISSION

Diploma in Sport Studies (SR113)
Faculty of Sport Science and Recreation
Universiti Teknologi Mara (UiTM) Pahang
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16 JULY 2021

Madam Siti Fahazarina Binti Hazudin
Lecturer for Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi Mara (UiTM) Pahang
26400 Pahang

Madam,

Submission of Business Plan for subject (ENT 300)

Attached is the title of the business plan "SR BAKERY SDN BHD" - DIGITAL CALCULATOR. The main purpose of this attachment is to fulfill the requirements as needed as university requirements.

Thank you,

Your sincerely

SYUKRI ISMAIL

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Syukri Ismail
General Manager

ACKNOWLEDGEMENT

First of all, we as a group would like to express our gratitude to Allah SWT because with the blessing and permission, we have successfully implemented and completed the business plan assignment for the subject of Fundamentals of Entrepreneurship (ENT300) to meet the needs of the University.

Secondly, we would like to thank our teammates that worked hard with all their heart and energy to help this group complete this task very well. We as a group are very grateful to the lecturer for the Subject Fundamentals of Entrepreneurship (ENT300) namely Madam Siti Fahazarini Binti Hazudin who has provided a lot of knowledge on the aspects of entrepreneurship since semester 4 began.

It should not be forgotten that Madam Siti Fahazarina Binti Hazudin helped us a lot in this Business plan assignment with very good guidance. We are very grateful to receive such an excellent and caring lecturer for the students. Only Allah swt can give a good reward for the kindness of the lecturer. Last but not least, we are very grateful that our family members are very supportive and inspiring for us to carry out and complete this task. This is because many university students are struggling with family problems During this semester's learning sessions. Thank you and stay safe.

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EXECUTIVE SUMMARY

Business is the entity of an enterprising or organization that is engaged in professional, industrial, or commercial activities. It can be considered as a for-profit and nonprofit organization or entity that focuses on future missions. Business also can be referring to activities of an individual or a group of people to produce and sell products and services. Business scale is large. It starts from a small business such as sole proprietorship or enterprising to an international corporation. Depending on the nature, extensive market research may be necessary to determine whether turning the idea into a business is feasible and if the business can deliver value to customers or consumers. The name of a business is a very valuable asset to a company or enterprising. That is why the owner should choose the name carefully and make sure the name is suitable to bring the business to the international level. Many businesspeople organize their business using the function of hierarchy or bureaucracy which means all positions in a company have their own roles and responsibilities. The structures include sole proprietorship, partnership, corporation, and limited liability companies.

In a simple word, business appears when the problem comes, and a person puts the idea to solve the problem that can give benefits to the consumer and the business person himself. So, for this assignment we decided to run a cookies business due to the people in Malaysia that love cookies. We make our product different from the others because there are too many of the same products produced by the businessperson out there. We produce different types of cookies with different recipes and different ways of marketing to make sure our product can reach the consumers.