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UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

BUSINESS NAME

SUNNY DONUT SHOP CAFE

SUNNY DONUT

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CONTENTS

LETTER OF SUBMISSION	4
ASSIGNMENT PROJECT DECLARATION FORM	5
EXECUTIVE SUMMARY	10
1.0 BUSINESS BACKGROUND	11
1.1 VISION AND MISSION	11
1.2 ORGANIZATIONAL CHART	12
1.2 LOGO AND MOTTO	13
2.0 OWNER BACKGROUND	15
2.1 MANAGER	15
2.2 ADMINISTRATION MANAGER	15
2.3 MARKETING MANAGER	16
2.4 OPERATION MANAGER	16
2.5 FINANCIAL MANAGER	17
3.0 ADMINISTRATION PLAN	19
3.1 INTRODUCTION	19
3.2 MANPOWER PLANNING	19
3.3 SCHEDULE OF TASK AND RESPONSIBILITIES	19
3.4 SCHEDULE OF REMUNERATION	21
3.5 OFFICE FURNITURE, FITTING AND OFFICE SUPPLIES	21
3.6 ADMINISTRATION BUDGET	22
4.0 MARKETING PLAN	23
4.1 INTRODUCTION	23
4.2 DESCRIPTION OF PRODUCTS	23
4.3 TARGET MARKET	24
4.4 MARKET SIZE	25
4.5 COMPETITORS	25
4.6 MARKET SHARE	27
4.7 SALES FORECAST	29
4.8 MARKETING BUDGET	33
5.0 OPERATIONAL PLAN	34
5.1 INTRODUCTION (OPERATIONAL OBJECTIVES)	34
5.2 PROCESS PLANNING FOR MANUFACTURING	35
5.3 OPERATIONS BUDGET	40
6.1 INTRODUCTION (FINANCIAL OBJECTIVES)	41

LETTER OF SUBMISSION

Diploma in Public Administration (AM110)
Faculty of Administrative Science and Policy Studies
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26 JUNE 2020

PUAN ROZIEANA BINTI A HALID @ KHALID
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attached is the business plan title “**SUNNY DONUT SHOP CAFÉ- SUNNY DONUT**”
to fulfil the requirements as needed as university requirements.

Thank you,

Yours sincerely

Ainina Jasmine

.....
NUR AININA FITRAH JASMINE BINTI AW. MUHAMAD
General Manager

EXECUTIVE SUMMARY

We built a layout in this business plan for our business to be turned into an operating activity. This is done to build a well-constructed organisation so that it can operate seamlessly and tackle any challenges or concerns that we can easily encounter from any possible part of our company during our business, as well as being effective in our business. Our company is focused on the food industry, which offers donuts with different types of flavour as the main product.

Our business plan consists of its business background such as our mission and vision for the business as well as our motto, organizational chart, owner background, marketing strategies and marketing budget, operational plan like its layout and business operation hours plus business registration to show that the business is legal to run, administration plan that accounts for manpower planning as well as schedule task, and also financial plan that consists of capital expenditure, sales and purchases, project implementation cost and proforma cash flow plus income statements.

Through doing this business strategy, by not only guessing or instinctively launching a business, we can creatively develop our own business from scratch, but by having a clear understanding and adequate knowledge of how we can operate this business to mitigate the shortcomings and challenges that might be encountered in the future due to lack of experience and awareness in the business field, let alone the food industry. Therefore, with a well-planned business strategy, a stable and stable enterprise can be established and eventually contribute to both the economy and our society.

1.0 BUSINESS BACKGROUND

Table 1.0 Business Background

Name of the Business	Sunny Donut Shop Cafe
Business Address	
Correspondence Address	
Website	
E- mail	
Telephone Number	
Fax Number	
Form of Business	Partnership
Main Activity	Manufacturing
Date of Commencement	28 July 2020
Date of Registration	28 July 2020
Registration Number	0704567-M
Name of Bank	Commerce International Merchant Bankers Berhad (CIMB)
Bank Account Number	

1.1 VISION AND MISSION

1.1.1 VISION

Be the largest supplier of a wide variety of tasty donuts and baked goods across the kingdom.

1.1.2 MISSION

Always be a comfortable, relaxed, friendly community place to enjoy great tasty donuts and baked goods that guarantee the highest quality of the product and the greatest value for money with family and friends to satisfy their tastes.