



اُنْجُوْرْسِيْتِي تِي كُوْلُو كِي مَارَا
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TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES
DIPLOMA IN PUBLIC ADMINISTRATION
(AM110)

FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)

CAKE BITES ENTERPRISE
CAKE BITES

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LETTER OF SUBMISSION

Diploma in Public Administration (AM110)
Faculty of Administrative Science & Policy Studies
Universiti Teknologi MARA Cawangan Pahang
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25th JANUARY 2021

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Dr,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**CAKE BITES ENTERPRISE – CAKE BITES**” to fulfil the requirements as needed as university requirements.

Below is the list of group members consists of six people, namely:

- | | | |
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Thank you,

Yours sincerely



.....
Nur Mai Sarah Binti Suhaimy
General Manager

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First of all, praises and thanks to Allah SWT, the Almighty, for His showers of blessings throughout our group written report regarding the business plan that has been given by our lecturer Dr. Hasnizawati Binti Hashim, our lecturer for Fundamental of Entrepreneurship (ENT300) subject. Alhamdulillah, within the time given by Dr. Hasnizawati, we as a group of 6 students that consists of Nur Anis Binti Zulkeflee, Siti Salmi Syahirra Binti Mohd Sukri, Nur Sabrina Binti Shahadan, Nur Mai Sarah Binti Suhaimy, Nurul Zafirah Binti Mohd Zaki, and Nurul Wahida Binti Mohamed, are grateful because we managed to complete this written report.

On this occasion, we would like to thank our lecturer, Dr. Hasnizawati for helping us a lot in completing and performing this task. In carrying out this written report, we have been given a lot of invaluable guidance and knowledge so that we can minimize our mistakes in carrying out this task. For example, she is always open to accepting any of our inquiries, willing to review our draft assignment, evaluate our draft, and provide ideas to improve the contents of our written report. Besides, we would also like to thank you deeply and sincerely for the cooperation given by our lecturer for always answering our questions accurately, and clearly and always willing to answer various questions from us at any time. Moreover, we would also like to apologize if we have disturbed her during her non-office hours throughout completing this task. Her earnestness, understanding, and motivation as a lecturer have inspired us a lot in making this report a success. Finally, we would like to thank you for all the understanding, sharing of ideas, considerations, and empathy that have been given.

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EXECUTIVE SUMMARY

The establishment of “Cake Bites Enterprise” is to manufacture snacks that are healthy and able to be consumed by a various range of ages and groups of people. Skudai, Johor was chosen to be the business location because Skudai is one of the main cities in Johor as well as it is located within a residential area and business lots. Therefore, our business would be able to survive as it is a strategic location for a new start-up business and it is easier for our customers to visit our shop. Children and teenagers targeted to become our customers because of their love to sweets and sugary food and adult who are suitable for their health as we use stevia instead of white sugar to promote a healthy dessert.

“Cake Bites” comes in various shapes. For only RM20, a customer will get 35 pieces in a packet. Stevia sugar and chocolate (beryls) are the ingredients that are used to produce our product as we want to promote a tasty treat healthily. To market our product, we decide to use social media advertising as one of our promoting mediums. This is because social media is the current wave for entrepreneurs in promoting and introducing their products to the public. Moreover, it is one of the effective ways to attract sponsorship, investors and the targeted group.

In the business world, surely there will be competition in the market. For us, we have to battle against 4 competitors mainly, MamaSab Bakery, Absolut Chocolate, Tfn Brownies and SukaDesserts. The difference that “Cake Bites” offers is we opted for the healthy ingredients that make our product less sugary. Other than that, “Cake Bites” is a mini size cake in the form of brownies with mini sizes that our customers can have an instant dessert.

“Cake Bites Enterprise” consists of 6 people that each possessed their roles and responsibilities. Lead by Nur Mai Sarah Binti Suhaimy alongside Nurul Zafirah Binti Mohd Zaki, Nur Anis Binti Zulkeflee, Nurul Wahida Binti Mohamed, Nur Sabrina Binti Shahadan and Siti Salmi Syahirra Binti Mohd Sukri. As this business is in the form of a partnership, each partner contributes RM1200 for the business capital. As a manufacturing company, 2 of the partners played the role of the operations manager to ensure smooth progress during operating the business and managing our product. Even some of us are fresh graduates, we do have our own experience and involvement in the business world. Hence, the combination of our skills, past experiences and courses that we took in university help us in starting “Cake Bites Enterprise”.