



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA OF PUBLIC ADMINISTRATION (AM110)

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

ASSIGNMENT 3

BUSINESS PLAN REPORT

BUSINESS NAME

THE YUMYUM WAFFLES SDN BHD

PRODUCT NAME

YUMYUM WAFFLES

PREPARED FOR:

MADAM ROZIEANA BINTI A HALID @ KHALID

PREPARED BY:

NAME	STUDENT ID
1. AINI WAHIDAH BINTI HAIRI	2018278682
2. FATIN NAJWA KASMINAN	2018699118
3. MOHAMMAD IKMAL SAUFIE BIN ABD SHUKOR	2018290968
4. NURUL AFIQAH BINTI AHMAD TARMIZI	2018297186

TABLE OF CONTENTS

LETTER OF SUBMISSION	3
ASSIGNMENT PROJECT DECLARATION FORM	4
EXECUTIVE SUMMARY	8
1. BUSINESS BACKGROUND	9
2. OWNER BACKGROUND.....	12
4. MARKETING PLAN	18
5 OPERATIONAL PLAN	26
6. FINANCIAL PLAN.....	34
CONCLUSION.....	47

LETTER OF SUBMISSION

Diploma of Public Administration (AM110)
Faculty of Administrative Science and Policy Studies
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

26 January 2021

Madam 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)

Attach is the business plan title “**The YumYum Waffles Sdn. Bhd – YumYum Waffle**” to fulfil the requirements as needed as university requirements.

Thank you,

Yours sincerely



AINI WAHIDAH BINTI HAIRI
General Manager

EXECUTIVE SUMMARY

The YumYum Waffles Sdn. Bhd is a private limited company located in Bandar Ampang, Kuala Lumpur, which is the strategic place to start and run a business because the location is in middle of the city. The main activity of the company is manufacturing because our company provided a sweet, unique, and fluffy waffle to the customers just like the vision of our company. The waffle here known as YumYum Waffles with the slogan of “ Dangerously Delicious “ is available at our YumYum Café. The slogan here illustrates to the people that if they try it once, they will try it again. It is because, the product of waffle that our company produces is only using the premium ingredient but with the affordable price, to ensure our customers will satisfied. In our company, there is 11 personnel, which include four main managers to ensure that the business will be operated smoothly and success to achieve our business target. For instance, the general manager, the administration and finance manager, the marketing manager, the operation manager, cashier, kitchen assistants, and waiters. Our company is targeting people (unisex) that loves dessert, sweetness at the same time is adventurous to try unique flavour around the age of 18 until 40 years old. About 12 flavours of waffles will be offers to our customers. However, these flavours are not only just a “normal” flavour, but it includes a unique flavour, such as Roselle, Pink Guava, and Butterfly Pea Jam Flavours.

1. BUSINESS BACKGROUND

Table 1.0 Business Background

Name of the Business	The YumYum Waffles Sdn Bhd
Business Address	
Correspondence Address	
Website	
E- mail	_____
Telephone Number	
Fax Number	
Form of Business	Private Limited Company
Main Activity	Manufacturing
Date of Commencement	15 January 2021
Date of Registration	18 January 2021
Registration Number	
Name of Bank	Bank Islam Malaysia
Bank Account Number	

1.1 *Vision and Mission*

1.1.1 Vision

To satisfy people by serving mouth-watering dessert of waffles popular with its sweetness, unique flavour, and fluffy texture of waffle.

1.1.2 Mission

To be the best dessert shop to sell waffles with various flavours and delicious by using the premium ingredient to make the high-quality product at affordable price.