



اَوْنِيُو تِكْنُوْلُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

AM1105E

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

BUSINESS NAME: FRESHLY BAKED BITS

PRODUCT NAME: FRUIT-FLAVOURED COOKIES

PREPARED FOR:

MADAM ROZIEANA BINTI A. HALID @ KHALID

PREPARED BY:

Aina Maisarah binti Zulkefli	2018416614
Maryam Nabila binti Roszaini	2018210528
Nur Fazana binti Saad	2018294954
Nurul Aida binti Muhammad Tamrin	2018448228
Wan Nur Syarafina binti Wan Zainal Abidin	2018291466

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LETTER OF SUBMISSION

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

29 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 “**FRESHLY BAKED BITS – FRUIT-FLAVOURED COOKIE**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

Syarafina-

.....
Freshly Baked Bits,
General Manager.

EXECUTIVE SUMMARY

This business plan shows how we are as the five partners planned our first start-up manufacturing business, which is fruit-flavoured cookie business, and named our company as “Freshly Baked Bits”. It’s a bakery shop located at Setia Alam, Shah Alam, Selangor and we produced baked goods, which are cookies that have various flavours of fruits and nuts in it. We delicately created our products with high-quality ingredients and ensured that we could bake our products early in the morning to serve our customers after freshly baked it. Besides that, we have 12 employees and all of them are assigned to each department that has a total of four departments, included administration department, marketing department, operation department and financial department to help us to operate our business smoothly and properly and the employees are comprised of a general manager, an administrative manager, a marketing manager, an operation manager, a financial manager, a head baker, three baker assistants, two general workers and one logistic worker. This means each department has been divided by these employees to ensure that all the job scopes can be well-divided to each other and make the work easier in running the business.

In administration department, they will manage the salaries and wages to distribute to each employee based on their own positions in our company by ensuring that they will get a sufficient number of salaries and wages that based on how much their job scopes are to be responsible with. They also manage the office stock, preparing reports and organize company records. The marketing department is also responsible for promoting our products in social media and analysing potential customers by researching on market size, market share, and target market. Our target market is from 10,000 people who live at Setia Alam and within 16-kilometre radius of our shop. We targeted them based on the segmented market, which is demographic and psychographic segmentation. While, the operation department is responsible for producing our main and only products, which are ten different types of fruit-flavoured cookies.

Apart from that, each department is allocated with their own budget to be spent for their operation activities’ expenditure. This can be seen when administration department has been allocated for their budget as much as RM14,740. Meanwhile, the budget amounts for both marketing and operation departments are RM14,740.00 and RM104,918.19 respectively. Therefore, this is where the financial department the one who will be responsible to ensure that all of these departments’ budgets are not overspending with our capital start-up within RM100,000 to RM500,000 and we have planned to spend on RM173,164.00 to start our business. Hence, with this budget planning, the financial department can identify whether our business has a potential to be successful, viable and sustainable enough to continue our business plan in the future.

1. Business Background

Table 1.0 Business Background

Name of the Business	Freshly Baked Bits
Business Address	
Correspondence Address	
Website	
E- mail	
Telephone Number	
Fax Number	
Form of Business	Partnership
Main Activity	Manufacturing
Date of Commencement	1 January 2020
Date of Registration	1 January 2020
Registration Number	202001013764
Name of Bank	Malayan Banking Berhad (Maybank)
Bank Account Number	

1.1 *Vision and Mission*

1.1.1 Vision: **To be the finest local cookie-bakery that mainly served numerous types of fruit-flavoured cookies.**

1.1.2 Mission: **We are devoted to serve our products that just freshly baked and can be right away to be served to our customers with high quality ingredients.**