



**FACULTY OF ADMINISTRATIVE SCIENCE  
AND POLICY STUDIES**

**DIPLOMA IN PUBLIC ADMINISTRATION (AM110)**

**AM1105I**

**FUNDAMENTALS OF ENTREPRENEURSHIP  
ENT 300**

**Re'BAHULU HOUSE**

**PREPARED FOR:**

**MISS JOLIN NORSHYME HASHIM**

**PREPARED BY:**

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**SUBMISSION DATE**

**19<sup>th</sup> February 2021**

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## LETTER OF SUBMISSION

Diploma in Public Administration  
Faculty of Administrative Science And Policy Studies  
Universiti Teknologi MARA Cawangan Pahang  
27600 Pahang

January 2021

Miss Jolin Norshyme Hashim  
Lecturer of Fundamentals of Entrepreneurship (ENT300)  
Faculty of Business Management  
Universiti Teknologi MARA Pahang Kampus Raub  
27600 Raub Pahang

Madam,

### **Submission of the Business Plan (ENT 300)**

Please find attached the business plan for Re'Bahulu House to fulfill the course requirements for Fundamentals of Entrepreneurship (ENT300) as needed by the university.

Thank you,

Yours sincerely

.....*Anis*.....

ANIS AMYRA BINTI DZULKAFI  
General Manager

## EXECUTIVE SUMMARY

Our business named Re'Bahulu House offer various types of bahulu which is Bahulu Dip, Bahulu Gulung, Bahulu Traditional, and others. Our mission is to produce the Bahulu cakes with the best quality ingredient at the best price. Thus, we aspire to make an innovation and variation type of Bahulu cakes to create joyfulness of the people towards the traditional cakes. Our concept is based on manufacturing. This business was produce and selling the bahulu. The Re'Bahulu was owned by 4 partners which is Anis Amyra Binti Dzulkafli, Nureen Maisarah Binti Shamsul Kahar, Nur Ezzeti Binti Shamsul Kahar, and Nadzmi Adam Bin Nor Asmadi. We are targeting all generations and the people who are living near our shop become our customer. We was introduced our product which is Bahulu Dip, Bahulu Gulung, and Bahulu Traditional. Even there are already have the similar business like us, our business was offers a new innovations of bahulu. We have brainstorming to create a creative bahulu like Bahulu Dip and Bahulu Gulung. Based on our observation, there is no similar business that offer these types of bahulu. Lastly, the bahulu was a seasonal snack which is easy to find only during festive season. So, Re'Bahulu will produce bahulu everyday and the customer will get the fresh bahulu anytime. Regarding to the size market and our defined market area, our sales forecasts for the first year is RM447,000 and we expect our annual rate of growth for the first 2 years is 10% and for the 3 years is 15%. To make sure the process of producing and selling become smooth, our team was prepared a better planning in the term of administration, marketing, operation, and financial. In addition, the total project cost for our business is RM105,687 to finance our first year operations. The partners have contributed a total of RM26,122 together.

## 1. Business Background

The Re'Bahulu House was produce and selling the various types of bahulu. Our group decide to start this business because to make the bahulu be the everyone's favourite. Nowadays, it is difficult to find bahulu in a normal days. Bahulu usually easily can be find during the festive season. So, the Re'Bahulu House will solve the problem of people that crave to eat bahulu. The Re'Bahulu will produce our bahulu everyday and this will make the customer gets the fresh bahulu. Thus, we decide to make a new innovation with introduced the Bahulu Dip and Bahulu Gulung. It is to attract the young generations to eat bahulu. This traditional snacks was not oger popular in the community. So, we decided to selling the bahulu and make a innovation of it in order to make sure our generations was not forgot about this "kuih".

*Table 1.0 Company Background*

<b>Name of the Business</b>	<b>Re'Bahulu House</b>
<b>Business Address</b>	
<b>Correspondence Address</b>	
<b>Website</b>	
<b>E- mail</b>	
<b>Telephone Number</b>	
<b>Fax Number</b>	
<b>Form of Business</b>	<b>Partnership</b>
<b>Main Activity</b>	<b>Produce and selling bahulu</b>
<b>Date of Commencement</b>	<b>1<sup>st</sup> January 2021</b>
<b>Date of Registration</b>	<b>23<sup>rd</sup> November 2020</b>
<b>Registration Number</b>	<b>105015-C</b>
<b>Name of Bank</b>	<b>Maybank</b>
<b>Bank Account Number</b>	