



اَوْنُوْرْسِيْتِي تِيْكْنُوْلُوْجِي مَآرَا UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

BAKING TIME

PARTNERSHIP

PREPARED BY

FACULTY & PROGRAMME : DIPLOMA IN BANKING

SEMESTER : 5

PROJECT TITLE : BUSINESS PLAN

GROUP MEMBER : 1. JASIE JOSEPH (2015637228)

2. CIERADORA RODILUS (2015484358)

**3. NUR SYAFIRA BINTI MOHD SAHINE
(2015419926)**

PREPARED FOR

SIR MOHAMMAD FIRDAUS MOHAMAD

SUBMISSION DATE

22th December 2017

TABLE OF CONTENTS

CONTENTS	PAGE
Executive Summary	
1.0 Introduction	1
2.0 Purpose	2
3.0 Company Background	3
3.1 Logo	4
4.0 Owners and Partners Background	5-7
4.1 Partnership Agreement	8-11
5.0 Location of Business	12
5.1 Layout Plan	13
5.2 Advantages	14
6.0 Marketing Plan	
6.1 Market Description	16
6.2 Target Market	17
6.3 Market Size	18
6.4 Competition	19-20
6.5 Market Share	21
6.6 Sales Forecast	22
6.7 Marketing Strategy	23-31
6.8 Marketing Budget	32
7.0 Operations Plan	
7.1 Operation Plan Introduction	34
7.2 Objective	34
7.3 Operation Hour	34
7.4 Operation of Flowchart	35
7.5 Services Planning	36
7.6 Material Planning	37-39
7.7 List of task and Responsibilities	40-41
7.8 Schedule of remuneration	42
7.9 List of machinery of Equipment	43
7.10 Manpower Planning	44

EXECUTIVE SUMMARY

1.0 INTRODUCTION

Baking Time is a bakery located in Pusat Bandar KK, 88000 Kota Kinabalu, Sabah. Baking Time serves to everyone and also give the customers bake their own pizza or bun.

Baking Time expects to catch the interest of a regular loyal customer base with its broad variety of drinks, pastry, bun products and also pizza. The company plans to build a strong market position in the town, due to the partner's industry experience and mild competitive climate in the area.

Moreover, we believe that we will successfully compete with our competitors in a few years ahead. This is because of our company can make a new and creative idea to improve our company by the time being.

We, Baking Time, saw the opportunity that our company has the potential of success provided that it is handle efficiently.

2.0 PURPOSE

This business plan is prepared because to offer its service at a competitive price to meet the demand of the middle-to higher- income local market area residents and tourists.

This business plan is also being drafted so that Baking Time will get the financing it needs in order to start its business the loan is crucial in order to start the business, so the presentation of this business plan is vital to gain the confident of the bank. Baking Time has borrowed from a Maybank of RM60,000. The other RM90 000 will be from the accumulated capital provided by each shareholders in the company. Each shareholder has agreed to contribute RM30,000 each.

The financial will be used to purchased a start up assets like bakery equipment, baked ingredient, advertising and many more. We can get all this items from our trusted suppliers and they have agreed to provide products with the best offer ever.

We also use this business plan as a guideline to the manager in order to succeed in the business. Baking Time has all the ingredients to be one of the best in the business. We have set out entire target in order to be successful. This business plan will include company background, marketing strategy, operation plan, sales forecast and also the most important the financing plan of business.

Baking Time will fully utilize all the assets so that it can maximize the profit. The profit that the company gets will be used to pay the loan that is given. Baking Time is completely confident that it will be able to pay the loan back including the interest payment in the loan.

4.1.3 Period of partnership agreement :

From the consent of all partners, we agreed that:

They had to run at least 5 years and partners are prohibited from dissolving the businesses without the consent of each of the partners.

4.1.4 Distribution of profit and loss :

Every partner has belonging of this business and the amount of the profit from this business as well. The partnership will distribute a profit according to capital distribution. Any losses will be liable among partner equally according Partnership Act 1961.

4.1.5 Perquisite :

Any additional pay is to follow current profit and will be present at the end of annual financial report.

4.1.6 Partnership Property :

Own by the partnership and partners because it is not separate legal entity (Partnership Act 1961 Sec. 22)

4.1.7 Death

The representative of the death partners can appoint to the business under the Malaysian Law. The close member's of the family upon the entire death partner share can make the transmission of the state.