



UNIVERSITI TEKNOLOGI MARA

DIPLOMA IN SCIENCE  
FACULTY OF APPLIED SCIENCE

ENT 300  
ENTREPRENEURSHIP

BUSINESS PLAN  
BUN n' BREAD SHOP

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# ACKNOWLEDGEMENT

First things first, we are grateful to Allah S.W.T, because we managed to complete our business plan as what had been planned. In completing this business plan, we had encountered lots of obstacles and unforeseen circumstances. However, with the cooperation and continuous commitment from all members, we managed to complete the proposal on time. A lot of thanks we dedicate to our families and friends for their help and encouragement in supporting us to stay on track maintaining our performances in completing the proposal.

In the other hand, thank you for the advice, guidance and information that was given by Madam Dayang for the supports in completing our business plan. Thank you for your consideration and helping us without hesitation so that we maintain our commitment until we finish the business plan.

We see our product has a lot of potential commercially and we hope we can fulfill our business plan in the future. We seek all the consultation and guidance from all who experts in this industry so that we can realize our desire to bring it further.

## INTRODUCTION

The business that we venture into is introduce a new bakery that specialized on making a variety of bread and delivering them to our precious customer. This product will be marketed to the people around Sepanggar including student and staff of UITM Sabah. Since bread is a source of nutrient and delicious we have done some research concerning the people needs nowadays , so they will accept our product. The location we choose are strategic and we believe it important to attract our customer to come to our store. Our shop lot which is in front of the giant supermarket of Indah Permai. There are many residence area around it. It easier for our venture to grow because our location have a good facility and transportation.

Our business operation is start from 8 am to 10 pm every day that means we operate 14 hours every day. As we know the demanding of the bread increasing every year so we take this opportunity by operates every day to increased our sale because costunter can come to our bakery or ordering the bread from our bakery.

## Marketing Objective

Marketing plan is an important for our business its objectives are help to promote and and increased our product sales that our bakery provided. Marketing analysis such as target market , market size and market trend should be done first to define the demand of costumer.

As our product is still new so we have to work more in our marketing strategy to enable our product accepted by the costumer, we should produce the high quality of product and affordable to people to buy it. In addition our bakery will produce the healthy food that have rich of nutrient such as carbohydrate, protein and many more.. our main concern is quality of our product and the customer satisfaction because these aspect important for our new product to be accept by the customer.

As we know production of bakery industry is keep increasing for every year ,so we believe people can accept our product. Hence the objective of our marketing plan are

- Introduce our product to our target market
  - Our product still new so we want people around Sepanggar acknowledge our product. We want they know that our bakery not only produce bread but also delivering them directly for the busy people.
- Increased customer satisfaction
  - By Increasing quantity and quality of product for our customer and serve the healthy and tasty food our customer is an important to maintain the customer loyalty for our product. Besides that we provide the delivery service and a member card for them. This also help maintain their loyalty for our product.
- Increased the purchase of product



- We need to increasing our sale to accommodate the budget of the raw material we need to produce the product. We also want to having the higher profit in future.

### **Determine product/service**

Our bakery ceria product is a variety types of bread with varieties types of taste and colour that attract people and enjoying it more when they consume it.

All product that our bakery ceria provided totally fulfil customer needs with its unique form , taste and healthy easy serve. Beside that provide the delivering service to our customer to make sure them easily get our product without come to our shop. In addition we also provide the member card , for any customer that are member card holder will enjoying the free delivering for one year after register as our member. After one year they should renew they member card registration. We provide this service to enhance us to penetrate the market and attract more customer . that why our venture is an unique form of venture compare to our competitor.

As we know there are many competitor for our product that why we want to serving our customer with the high quality of bread with that provided balance diet for our customer and make sure our customer consume the low fat , cholesterol and sugar. We will choose the high quality ingredient for making our bread and concern with it taste too. That why we guarantee that our product are acceptable.

For any customer who come to our bakery will be serve within three minutes with fresh bread. We will make sure they are comfortable with warm welcoming , and having the delicious bread. While for the customer that ordering our product we will deliver the product as fast as possible. We believe the demand of our product will increased due to its quality and service we provided.

### **Target market alternative**

Every customer that want consume the bakery product influence by various factor , that why we should define these factor to increased our product sales. We need a target market and identifying the customer needs. Since our product are available for everyone so we ignore the market segment difference.

### **Ignoring segment difference**

We will ignoring the segment difference of the market such as age , occupation, gender, education, income , social class and religion. We believe our product are suitable for everyone all walk of live can having it. No matter the age of communities , male or female , high income lower income or medium income, muslim or non-muslim our product are suitable for them.

a. Product Strategy

Product and services strategies are the most important ways in order to attract more of the potential customers . We need to find just the right product to fit into their needs at the acceptable price then they will appreciate the product we serve for them. One important thing that we have to do in our business is to make sure the quality given to the customer must always at the optimum level. Therefore, we often use the fresh ingredients to make all the bread. To get many regular and loyal customers, the taste of our meal should be equally tasteful every production. Thus, all of our workers were given a training properly then they know how to making a high quality of bread. In the services, our company will concern about the taste and the condition of the products because it is the factor that will influence the customers to come again. We also have to make sure that we can give the best work etiquette to our customers. All of our workers must be friendly and nice while providing service to the customer. Beside that we give the delivering service to all of our customer , this service help the busy people who don't have time to come at our bakery. As a result, we will get more regular and loyal customers. In the other hand, we will make sure that we provide the highest quality in our products, services, convenience, comfort ability and satisfaction towards our customers.

Attractive to the customer	The bread is medium size, the shape and variety in colour that can attract customers' attention.
After sales service	Particular attention should be given after sales service.

b. Pricing strategy

Cost based pricing

Cost based pricing is the simplest and most commonly used pricing strategy. Cost based pricing is based on the total cost of our bread and its production. We set the