



اَوْتِيُوْ سِيْتِي تِي كُوْلُوْ كِيْن مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

AM1105F

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

BY.AKSIGNATURE ENTERPRISE

DESSERT: TORNADO CAKE

PREPARED FOR:

MADAM ROZIEANA A. HALID @ KHALID

PREPARED BY:

| | |
|---|-------------------|
| NOR SYAFIQAH BINTI ZULKIFLI | 2018296768 |
| SITI MAISARAH BINTI ZAINAL | 2018434588 |
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Contents

| | |
|--|-----------|
| LETTER OF SUBMISSION | 3 |
| ASSIGNMENT PROJECT DECLARATION FORM | 4 |
| EXECUTIVE SUMMARY | 5 |
| 1. Business Background | 10 |
| 2. Owner Background | 13 |
| 3. Administration Plan | 18 |
| 4. Marketing Plan..... | 23 |
| 5. Operational Plan..... | 35 |
| 6. Financial Plan | 44 |
| CONCLUSION..... | 54 |
| APPENDICES | 55 |

LETTER OF SUBMISSION

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

28 JANUARY 2021

Madam Rozieana 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 "**By.aksignature Enterprise**" to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

Alia Karim

Nur Alia binti Abd Karim
General Manager

EXECUTIVE SUMMARY

By.aksignature Enterprise is a company which focuses on the food services, and selling especially desert in Johor Bahru area. Furthermore, the concept of this company is about the customer satisfaction of tasting deserts which is a tornado cake and other desert with a variety flavours which there are unique flavours. Our unique flavors are including durian, coconut and sea salt. Also, customer can request for the topping and flavours based on their references. All deserts are handmade which is use the high quality ingredients in Johor Bahru area.

Since the food product will be sold directly to the customer, the company will choose the best way to serve the customer. In addition, the company also use the new method which is the machine technology that will make the process faster rather than use the traditional method because it will make the process of sending cake and desert to customers become slowly. After all, this product has now become the latest in making homemade cakes. So, this company can choose a variety of flavors according to customer taste and fulfill their satisfaction. The business is expected to commence on July 2018, in Johor Bahru area. This will be realized by the full cooperation and efforts among the collaboration to promote and to expand the business to achieve it.

By.aksignature Enterprise with the tagline "Problem? The Solution: Dessert" is near area Bandar Baru Uda, Johor Bahru with addressed No 64A, Jln Padi Huma 6/4, Bandar Baru Uda, 81200 Johor Bahru, Johor.

The business produces this product is for them who want something like sweet desert and cakes but not really sweet. Even we are selling something sweet, but we put less sugar and free-sugar also available for those who are in diet which does not enjoy sweet much have. This will prevent too many calories which can lead to weight gain. This will make the customer feel satisfaction because even the deserts are less sugar but still taste delicious and people will enjoy it without worries. Besides that, we are having durian flavors which is rarely and customers also can request for the topping and flavours based on their references in affordable price but premium taste.

People nowadays, really like to enjoy something unique and rare especially about food so, this is opportunity to create the difference product to general public and especially for desert and cake lovers. So, that can fulfill their tummy and enjoying the desert time!

1. Business Background

Table 1.0 Business Background

| | |
|-------------------------------|----------------------------------|
| Name of the Business | BY.AKSIGNATURE ENTERPRISE |
| Business Address | |
| Correspondence Address | |
| Website | |
| E- mail | |
| Telephone Number | |
| Fax Number | |
| Form of Business | Sole proprietorship |
| Main Activity | Baking and Selling |
| Date of Commencement | July 2018 |
| Date of Registration | 15 July 2018 |
| Registration Number | JM0668430-L |
| Name of Bank | Bank Islam |
| Bank Account Number | |

1.1 *Vision and Mission*

1.1.1 Vision

“To be the main attraction of dessert café in the area”

1.1.2 Mission

“To give customer happiness when tasted the sweetness of dessert”