



اَبُو بَكْرٍ يٰٓاَيُّهَا الْمَدِينَةُ
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF COMPUTER AND MATHEMATICAL SCIENCE

DIPLOMA IN COMPUTER SCIENCE (CS110)

CS1104G

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

PAPA BAKE SDN BHD

DONUT KING ENTERPRISE

DONUT AND BAKERY

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LETTER OF SUBMISSION

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Sir,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “ **PAPA BAKE SDN BHD – DONUT KING ENTERPRISE** ” to fulfil the requirements as needed as university requirements.

Thank you,

Yours sincerely

.....
Zakirul Hafiz bin Khairudin Shah
General Manager

ACKNOWLEDGEMENT

Alhamdulillah, we are most grateful to Allah S.W.T for the completion of this Business Plan as one of the requirement that need to be accomplish in the course work assessment for the code ENT300.

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EXECUTIVE SUMMARY

Papa Bake Sdn Bhd offers bakery products and services for customers, providing the variety donut, cake and breads that give high satisfaction of consumer.

Our clients are customers identifying as middle and low class who want to consume products with an affordable price. We also target the busiest workers because we have delivery services of our products to consumers' homes. Papa Bake's offers a variety of donuts that give nutrition of health, low sugar, low calories and receive halal certificates.

Across Shah Alam particularly the Papa Bake Sdn Bhd. Business has seen an explosion of growth over the year. Shah Alam is an area that many people go to work and study either at the company or the school. While there are currently three businesses like us in Shah Alam, but we only business have special delivery services and café.

Papa Bake Sdn Bhd marketing strategy is to emphasize the quality and price of our products and services. We offer the affordable price because not all people in Shah Alam have a big amount of income and rich family. Thus, we develop marketing strategy that gives attraction to come our shop especially poor people.

The management of Papa Bake Sdn Bhd. Consists of 5 lead workers are Zakirul Hafiz, Farhana, Norizam, Kamarul and Hakimi. Our workers have extensive experience in finance, businesses, sales and accounting. Five partners will take on role responsibilities together instead of different duties and portfolio duties and portfolio of partners.

Already we have service and products commitments plan to aggressively build our brand through newspaper, ads and signboard. The loving bakery and donut that Papa Bake Sdn Bhd will provide is sure to appeal to customers throughout Selangor especially Shah Alam area.