



FACULTY OF COMPUTER SCIENCE AND MATHEMATICS

DIPLOMA IN COMPUTER SCIENCE (CS110)

CS1104A

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

KING BAKERY SENDIRIAN BERHAD

CAKE AND BAKERY

PREPARED FOR:

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PREPARED BY:

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LETTER OF SUBMISSION

Diploma in Science Computer (CS110)
Faculty of Science Computer And Mathematics
Universiti Teknologi MARA Cawangan Pahang Kampus Raub
27600 Raub Pahang

10th July 2020

Madam Rozieana Binti A.Halid @ Khalid
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang Kampus Raub
27600 Raub Pahang

Madam,

Submission of the Business Plan (ENT 300)

According to the title above, I would like to submit business plan on the name of King Bakery Sdn. Bhd consist all of detail,example,document and the following procedure which is located at Temerloh,Pahang.

2.This report consist of important component and aspect that have been considered in the beginning of the business. It includes business profile,structure administrator,financial , marketing and operation aspect plus all other information regarding the business plan.

Thank you,

Yours sincerely

.....
(MUHAMMAD NORIZAM BIN MD HASRIN)
General Manager

ACKNOWLEDGEMENT

Alhamdulillah, I'm very 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 ENT 300.

Special thanks to my parents in supporting me to complete this business plan. Beside that, not to be forgotten to my lecturers which are Madam Rozieana Binti A. Halid @ Khalid and her kindness in helping and give guidelines to me for process of completion of this project work. She have given us a good service by providing useful information to me. Without her, me not bale to complete this business plan.

Through these problems I manage to become more organize and mature in dealing with problems that occur during my research. Lastly, to those who had involved and contributed directly or indirectly to this business plan. I hope this business plan report can give me little bit about Entrepreneurship world and fact about how to become an entrepreneur in future.

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EXECUTIVE SUMMARY

King Bakery Sdn. Bhd offers bakery products and services for customers, providing the variety cake, muffin and breads that gives high satisfaction of consumer.

Our clients is customers identifying as middle and low class who want to consume product with affordable price of product. We also targeting busiest workers because we have delivery services of our product to customer home. King Bakery offers a variety of cakes that give satisfaction for who that buy from this bakery. Beside that, King Bakery had receive halal certificates .

Across Pahang and Temerloh particularly the King Bakery Sdn. Bhd business has seen an explosion of growth over the year. Temerloh is an area that many people get married especially Muslim Malay, it cause demand of cake is rise over the year. While there are currently 3 businesses like us in Temerloh, but we only business have special delivery services.

The Management of King Bakery Sdn. Bhd consists of 4 lead workers is Kamarul Azwan, Zakirul Hafiz, Basirah and Farhana Miswan. Our workers has