



اَوْنَبُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

BUSINESS PLAN REPORT

BUSINESS NAME: SPRINKLES ENTERPRISE

PRODUCT NAME: CUPCAKES

PREPARED BY:

NO.	NAME	MATRIC NUMBER
1.	NUR SYAKIRA BINTI TAN MUSTAFAR	2018672506
2.	AFIQAH ALIAH BINTI ZAINUDIN	2018855396
3.	FATIN ANISAH BINTI MOHD ASRI	2018428906
4.	NUR AJWA NADHIRAH BINTI MOHAMED RAMDAN	2018600074
5.	NUR IZZAH BALQIS BINTI SUKRI	2018219562
6.	NURUL HIDAYAH BINTI MOHAMAD JELAI	2018257372

PREPARED FOR:

DR. HASNIZAWATI BINTI HASHIM

CLASS:

AM110 5B

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LETTER OF SUBMISSION

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

9 December 2020

Dr. Hasnizawati Binti Hashim
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Dr,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**Sprinkles Enterprise- Sprinkles Café**” to fulfil the requirements as needed as university requirements.

Below is the list of the group members that involved in completing this business plan:

NUR SYAKIRA BINTI TAN MUSTAFAR	2018672506
AFIQAH ALIAH BINTI ZAINUDIN	2018855396
FATIN ANISAH BINTI MOHD ASRI	2018428906
NUR AJWA NADHIRAH BINTI	2018600074
MOHAMED RAMDAN	
NUR IZZAH BALQIS BINTI SUKRI	2018219562
NURUL HIDAYAH BINTI MOHD JELAI	2018257372

Thank you,

Yours sincerely

syakira

.....
Nur Syakira Binti Tan Mustafar
General Manager

ACKNOWLEDGEMENT

It is an honour to get this opportunity to gain knowledge with such an interactive way of study. It is certainly a very good experience. In this assignment, we learn on how to develop a plan to start a business, understand the process of the business and many more.

First and foremost, we are grateful to Allah because He gave us a chance to prepare and complete this business plan before the deadline. During the process of accomplishing this assignment, we are really blessed to have the help and guideline from our respected lecturer, who deserve our greatest gratitude. Our lecturer is Dr. Hasnizawati Binti Hashim, who teaches for the Fundamentals of Entrepreneurship (ENT300) subject. She inspired us greatly to complete this task such as give guidance, explanation and advice. She also shows us some examples related to this group assignment.

Besides that, all the members of this group are really understanding and supportive in completing this business plan. All of us participated and worked hand-in-hand to complete this assignment. We always discuss and decide the decision together. Everything goes smoothly as we wish to be. Without the cooperation and effort of every member, this task will not be successful. We also want to thank our group leader, Nur Syakira Binti Tan Mustafar who acts as a General Manager. She always guides us along the assignment to make sure that we are on the right track.

Last but not least, we sincerely thank every party and individual who has provided great help and cooperation in assisting us to succeed in this business plan. Their efforts will not be forgotten

EXECUTIVE SUMMARY

Sprinkles Cafe is a business that introduces a new style of cupcakes to our potential customers. Our product has many varieties of flavours and uniqueness of taste such as Pandan Gula Melaka, Strawberry Fudge and old-time favourites like Vanilla, Red Velvet and Chocolate. We provide a fresh batch of cupcakes at all times during business hours and also will bake upon any customized orders for any occasions. Sprinkles Café will be offered with a variety of flavours, frostings, styles, toppings and decorations. This café will provide a comfortable seating area, allowing customers to dine in and enjoy their favourite cupcakes. Majority of people enjoy delicious cupcakes as cupcakes are a low-priced item.

The business starts the operation on 8th April 2020 and expects to expand our business in every state in 10 years. Sprinkle Cafe located at Petaling Jaya, Selangor which is in urban areas and has many populations that can reach our targeted customers. Moreover, we promoted our cafe through social media such as Instagram, Twitter and Facebooks. It is an efficient way to expand our business to a wider range of areas since nowadays most of the customers come from the advertisement through social media which is one of the effective and efficient ways to promote our product without any additional cost needed. Our business operated hours from 10.00 am until 10.00 pm which is 12 hours per day. Furthermore, Sprinkles cafe is registered under the Companies Commission of Malaysia. Sprinkles cafe will be having 2 shifts for the working hours and every worker will be working only 6 hours.