



اُنْبُوْا لِيَتَّقِيْكُمْ وَاُكْرِمَهُنَّ
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

AM1105D

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

MOM'S OVEN

MOM'S CAKE

PREPARED FOR:

MADAM ROZIEANA BINTI A.HALID @ KHALID

PREPARED BY:

PUTERI NURAFIQAH BINTI MOHD FADLI	2018659324
NUR HIDAYATUL HANIM BINTI AZLAN	2018683986
NABIL IZZAT BIN ZULKIFLI	2018678178
AISYAH BINTI RAZALI	2018432884
BASIRAH BINTI BAHARUDIN	2018268022

DATE OF SUBMISSION: 29 JANUARY 2021

TABLE OF CONTENT

LETTER OF SUBMISSION	1
ASSIGNMENT PROJECT DECLARATION FORM	2
EXECUTIVE SUMMARY	7
1. BUSINESS BACKGROUND	8
2. OWNER BACKGROUND	11
3. ADMINISTRATION PLAN	13
4. MARKETING PLAN	20
5. OPERATIONAL PLAN	33
6. FINANCIAL PLAN	42
CONCLUSION	51
APPENDICES	52

LETTER OF SUBMISSION

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

29 January 2021

Madam Rozieana Binti 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 “**Mom’s Oven Sdn Bhd**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

Hanim

.....
NUR HIDAYATUL HANIM BINTI AZLAN
General Manager

EXECUTIVE SUMMARY

As stated in the business plan, we have created an outline for our business, which will soon be converted into running operations. This outline aims to give guidance in order to ease and smoothen the establishment of a well-constructed business. It also aims to overcome any obstacles and risks in the future. Our business is in the food industry, and our main product is cake with various flavors and designated cakes according to customer's needs and demands.

Our business plan is equipped with the background of the general manager, business background, location of the business, marketing strategies and budgets, operational hours, layout of the property, administration plan, and financial plan, consisting of expenditure, sales and purchases, costs and cash flow income statements. However, all of the information provided is as expected, and some of it may change suitable with the current situation.

The business plan helps the management strategically build the business by applying research done, understanding the business flow, and having enough knowledge to prevent the business from quickly trembling down and minimizing the flaws. The future risk maybe reduces by having a well-constructed business plan. Hence, a profitable business has reliable and secure management, intense desire and passion towards business, great teamwork, and ultimately help to contribute to the country's economy.

1. BUSINESS BACKGROUND

Table 1.0 Business Background

Name of the Business	Mom's Oven
Business Address	Shop Lot 12, Megan Avenue 1, 189 Jalan Tun Razak, Kuala Lumpur
Correspondence Address	Shop Lot 12, Megan Avenue 1, 189 Jalan Tun Razak, Kuala Lumpur
Website	www.momsoven.com
E- mail	
Telephone Number	
Fax Number	
Form of Business	Private Limited Company
Main Activity	Manufacturing
Date of Commencement	2 nd October 2019
Date of Registration	2 nd October 2019
Registration Number	201901002342 (189291-H)
Name of Bank	Commerce International Merchant Bankers (CIMB) Berhad
Bank Account Number	

1.1 *Vision and Mission*

1.1.1 Vision

To be the nation top choice of bakery by spreading the happiness and loves through our cakes.

1.1.2 Mission

Mom's Oven mission is to:

- Serving consumers with fresh cakes and pastries made with the best quality ingredients.