



اَوْتِيُوْ سِيْتِي تِي كُوْلُوْ كِيْن مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**ENT 300**

**BUSINESS NAME**

**SUNNY DONUT SHOP CAFE**

**SUNNY DONUT**

**PREPARED FOR:**

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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

26 JUNE 2020

PUAN 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)**

Attached is the business plan title “**SUNNY DONUT SHOP CAFÉ- SUNNY DONUT**”  
to fulfil the requirements as needed as university requirements.

Thank you,

Yours sincerely

*Ainina Jasmine*

.....  
NUR AININA FITRAH JASMINE BINTI AW. MUHAMAD  
General Manager

## EXECUTIVE SUMMARY

We built a layout in this business plan for our business to be turned into an operating activity. This is done to build a well-constructed organisation so that it can operate seamlessly and tackle any challenges or concerns that we can easily encounter from any possible part of our company during our business, as well as being effective in our business. Our company is focused on the food industry, which offers donuts with different types of flavour as the main product.

Our business plan consists of its business background such as our mission and vision for the business as well as our motto, organizational chart, owner background, marketing strategies and marketing budget, operational plan like its layout and business operation hours plus business registration to show that the business is legal to run, administration plan that accounts for manpower planning as well as schedule task, and also financial plan that consists of capital expenditure, sales and purchases, project implementation cost and proforma cash flow plus income statements.

Through doing this business strategy, by not only guessing or instinctively launching a business, we can creatively develop our own business from scratch, but by having a clear understanding and adequate knowledge of how we can operate this business to mitigate the shortcomings and challenges that might be encountered in the future due to lack of experience and awareness in the business field, let alone the food industry. Therefore, with a well-planned business strategy, a stable and stable enterprise can be established and eventually contribute to both the economy and our society.

## 1.0 BUSINESS BACKGROUND

*Table 1.0 Business Background*

<b>Name of the Business</b>	Sunny Donut Shop Cafe
<b>Business Address</b>	No. 2A, Tingkat Bawah, Lorong Batu Nilam 21A, Bandar Bukit Tinggi 2, 41200 Klang, Selangor
<b>Correspondence Address</b>	No. 2A, Tingkat Bawah, Lorong Batu Nilam 21A, Bandar Bukit Tinggi 2, 41200 Klang, Selangor
<b>Website</b>	
<b>E- mail</b>	
<b>Telephone Number</b>	
<b>Fax Number</b>	
<b>Form of Business</b>	Partnership
<b>Main Activity</b>	Manufacturing
<b>Date of Commencement</b>	28 July 2020
<b>Date of Registration</b>	28 July 2020
<b>Registration Number</b>	0704567-M
<b>Name of Bank</b>	Commerce International Merchant Bankers Berhad (CIMB)
<b>Bank Account Number</b>	

### 1.1 VISION AND MISSION

#### 1.1.1 VISION

Be the largest supplier of a wide variety of tasty donuts and baked goods across the kingdom.

#### 1.1.2 MISSION

Always be a comfortable, relaxed, friendly community place to enjoy great tasty donuts and baked goods that guarantee the highest quality of the product and the greatest value for money with family and friends to satisfy their tastes.