



**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES  
DIPLOMA IN PUBLIC ADMINISTRATION (AM110)**

**AM1105I**

**FUNDAMENTALS OF ENTREPRENEURSHIP  
ENT 300**

**BUSINESS NAME:**

CHILLY DELIGHT BAKERY

**PREPARED FOR:**

MISS JOLIN NORSHYME HASHIM

**PREPARED BY:**

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**SUBMISSION DATE**

19 FEBRUARY 2021

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## LETTER OF SUBMISSION

Diploma in Public Administration (AM110)  
Faculty of Administrative Science and Policy Studies  
Universiti Teknologi MARA Cawangan Pahang Kampus Raub  
27600 Pahang

January 2021

Miss Jolin Norshyme Hashim  
Lecturer of Fundamentals of Entrepreneurship (ENT300)  
Faculty of Business Management  
Universiti Teknologi MARA Pahang Kampus Raub  
27600 Raub Pahang

Madam,

### **Submission of the Business Plan (ENT 300)**

Please find attached the business plan for **CHILLY DELIGHT BAKERY** to fulfill the course requirements for Fundamentals of Entrepreneurship (ENT300) as needed by the university.

Thank you,

Yours sincerely



.....  
Muhd Yasier Aiman bin Mohd Suhaimi  
General Manager of Chilly Delight Bakery

## EXECUTIVE SUMMARY

Chilly Delight Bakery is a bakery business that offers various kind of baked products. Besides, this bakery also offers beverage products that will be served to customer. Basically, our concept for this bakery is based on the taste of Asians who loves the modern and elegance atmosphere through benchmarking some businesses concept.

Chilly Delight Bakery is owned by 5 partners which are Muhammad Yasier Aiman as general manager, Nur Syahirah as administration manager, Muhammad Nadzrin Haiqal as marketing manager, Ku Sharifah Asma as operational manager and Nur Zahiyah Balqis as financial manager. All of the partners will be taking hands-on management roles in company. In addition, we also hire 4 additional workers to facilitate the management of the business which are 2 bakers, a barista and a waitress.

Our customers are from residents of Section 7 and we also welcome customers outside the area of Section 7. At Chilly Delight Bakery, we offer a range of baked products which include cakes, breads, pastries and also beverages.

While there are already have Secret Recipe, Red House Bakery and Khyra Bakery Boutique Café, our bakery offers reasonable price for all products we sell according to the ability of the urban population as well as customers can enjoy our baked products with comfortable and relaxed atmosphere.

Based on the size of our market and our defined market area, our sales forecast for the first year is RM900,000 and we expect an increasing of 10% to 15% annual rate of growth in the first 3 years.

We require RM194,238 to finance our first year operations. The partners have contributed a total of RM111,311 together to run this business.

## 1. BUSINESS BACKGROUND

The nature of business of our bakery is manufacturing various baked products and market it. This business involve in producing various types of food such as cakes, pastries, breads and beverages. There are several purposes of setting up this bakery after taking into account some of the opportunity factors available. The first opportunity is location. This bakery will be located at Section 7, Shah Alam. This location seen as a strategic area because it near to industrial area such as university, school and office building. Secondly, opportunity that can be taken is in term of economic. As is known, Malaysia is not in a very good economic condition. The currency also not really good as compared to USD. Due to this situation, government encourage people to buy local products as well as can improve business revenue including Chilly Delight Bakery. The other reason to run this business is to provide the food that can be eat easily. It is because most of the people in this area always busy and do not have enough time to have their meals properly every day especially for working people. Therefore, this bakery can ease them to eat anytime at anywhere.

*Table 1.0 Company Background*

<b>Name of the Business</b>	CHILLY DELIGHT BAKERY
<b>Business Address</b>	Ground Floor Pusat Perniagaan Bukit Raja (Jalan Keluli), Seksyen 7, Shah Alam
<b>Correspondence Address</b>	Ground Floor Pusat Perniagaan Bukit Raja (Jalan Keluli), Seksyen 7, Shah Alam
<b>Website</b>	Chilly Delight Bakery
<b>E- mail</b>	<a href="#">_____</a>
<b>Telephone Number</b>	
<b>Fax Number</b>	
<b>Form of Business</b>	Partnership
<b>Main Activity</b>	<b>Production</b> - Produce variety baked products which are cake, bread, pastry and also provide beverage. <b>Distribution</b> – Provide food display and stands for cake, bread and pastry to attract customers.
<b>Date of Commencement</b>	15 January 2020
<b>Date of Registration</b>	18 January 2020
<b>Registration Number</b>	202001096700
<b>Name of Bank</b>	Maybank Malaysia
<b>Bank Account Number</b>	