



اُونِيُوَرَسِيْتِي تِيكَنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF APPLIED SCIENCE**

**DIPLOMA IN SCIENCE**

**ENT 300: FUNDAMENTALS OF ENTREPRENEURSHIP**

**BUSINESS PLAN REPORT**

**(CAKED.CO)**

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<b>LECTURER'S NAME</b>	MADAM FAIZAN BINTI HJ ABD JABAR
<b>DATE OF SUBMISSION</b>	22 JANUARY 2021

## LETTER OF SUBMISSION

Diploma in Applied Science (AS120),  
Faculty of Applied Science,  
Universiti Teknologi MARA Cawangan Pahang,  
26400 Pahang.

25 November 2022.

Madam Faizan Binti Hj Abd Jabar,  
Lecturer of Fundamentals of Entrepreneurship (ENT300),  
Faculty of Applied Science,  
Universiti Teknologi MARA Cawangan Pahang,  
26400 Pahang.

Madam,

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

Attach is the business plan title “**CAKED.CO**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely,

Hb

Siti Sarah Binti Rahmat,  
General Manager.

## ACKNOWLEDGEMENT

Bismillahirrahmanirrahim,

Alhamdulillah, we are grateful to Allah SWT 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.

A special thanks to our parents that support us to complete this business plan. This business plan has been prepared with the cooperation and support from many people. Besides, not to be forgotten to our lecturer which is MADAM FAIZAN BINTI HJ ABD JABAR for their kindness in helping us during the process of completion of this project. She give us a good service by providing useful information. Without her, we would not be able to complete this business plan.

This project is structured to meet the long term project subject (ENT 300 project 1 case study (swot analysis) and project 2 which is business opportunity (business modal canvas)) that have been conducted since the beginning of semester. This project also the one of the compulsory subject that is required to be passed by every students in Diploma in Applied Science on their last semester.

There are lots of challenge that we have to face such as finding the material suppliers and financial business which is opening promotion for customers. Through these problems, we manage to become more organize and mature in dealing with problems that occur during our research. This business plan covers organization, marketing, operation, financial and any other information needed by a new entrepreneur as a guide to start this business.

I realise this project is far from perfect since it is our first business plan project. Therefore, critics and suggestion from everyone around are always welcome and highly appreciated in order for us to improve and achieve the level of perfection and I always hoped for our project as it is finalized.

Lastly, to those who had involve and contribute directly and indirectly to this business plan, we are very grateful to them for the effort and initiative that they have shown in our project until we successfully completed our business plan.

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## **EXECUTIVE SUMMARY**

CAKED.CO is a form of business based on partnership which is consist of six of our members which hold important position in this company such as General Manager, Administration Manager, Marketing Manager, Financial Manager, Operation Manager and Assistant Manager.

In this business plan, we have created a layout for our business to be converted into a running operation. This is done to be establish a well-constructed business so that it could run smoothly and handle any obstacles or problems that we might face during our business easily from every possible aspect as well as being successful in our business. Our business is based on the food industry which is the main product is selling cupcakes in cone.

This business plan consists of its purpose, business background such as our mission and vision for the business as well as our motto, background of sole proprietor, location of business where the place for the business is suitable to take place, 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 pro forma cash flow plus income statement.

By doing this business plan, we can strategically build up our own business from scratch by not just guessing or blindly start up a business but to have a good understanding and enough knowledge about how we can conduct this business to minimize the flaws and problems that might be faced in the future due to lack of experience and knowledge in the business industry let alone the food industry itself. Hence, a solid and secure business can be formed with a well-planned business plan and ultimately contributing to the economy as well as our county.