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TEKNOLOGI
MARA

FACULTY OF ACCOUNTANCY

DIPLOMA IN ACCOUNTANCY (AC110)

AC1105A

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT300

TRASURE'S BAKERY

PREPARED BY :

NAME	MATRIC NO
MUHAMMAD IRSHAD HAKIM BIN MOHD AZHARI	2018205294
NURUL AMYSHA BINTI ZAINORLI	2018240092
DANIA ATHIRAH BINTI ANTONIS	2018642808
SITI NURAI SHAH BINTI ADNAN	2018252942
SITI ZALIKHA BINTI ABDUL RAHMAN	2018678914

PREPARED FOR :

SIR MOHD AIDIL RIDUAN BIN AWANG KADER

Diploma In Accountancy (AC110)
Faculty Of Accountancy
Universiti Teknologi MARA Kampus Jengka
26400 Jengka, Pahang.

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Sir Mohd Aidil bin Awang Kader
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Accountancy
Universiti Teknologi MARA Kampus Jengka
26400 Jengka, Pahang.

Sir,

Submission of the Business Plan (ENT 300)

Attached is the business plan titled “ **TREASURE’S BAKERY** ” to fulfill the requirements as needed as university requirements.

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

MUHAMMAD IRSHAD HAKIM BIN MOHD AZHARI	2018205294
NURUL AMYSHA BINTI ZAINORLI	2018240092
DANIA ATHIRAH BINTI ANTONIS	2018642808
SITI NURASHAH BINTI ADNAN	2018252942
SITI ZALIKHA BINTI ABDUL RAHMAN	2018678914

Thank you,

Yours sincerely

Irshad

.....
MUHAMMAD IRSHAD HAKIM

Manager

ACKNOWLEDGEMENT

First and foremost, we would like to show our gratitude to Sir Mohd Aidil for giving us a good guideline for this assignment throughout numerous consultations. We would also like to expand our deepest gratitude to all those who have directly and indirectly guided us in completing this assignment. We are really grateful because we managed to complete our group assignment for business plan of our company which is Treasure's Bakery within the given time by our lecturer Sir Mohd Aidil.

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EXECUTIVE SUMMARY

Treasure's Bakery is a form of business based on partnership of 5 members which hold important position such as general manager, administrative manager, financial manager, operational manager and marketing manager. The business capital is RM500,000 where the contribution of each member is RM100,000.

Our company scrumptious cakes and pastries for customers to fulfil their wants and needs. Treasure's Bakery, with our motto "Bake With Love" is located at Lorong Mutiara 8, Bandar Jengka, 26400 Bandar Tun Razak, Pahang.

As one of the important issues, marketing plans need to target consumers as our company can recognize the consumer who can increase and get profit from our business sales. In order to win our customer loyalty, this target market research is to ensure that all our marketing strategy aligns with the demand, desires and wishes of our customer.

Our aims are to boost manufacturing. We make sure that the product is made by our company using high-quality ingredients. The customer feels pleased with delivering a high quality product, and will purchase our product again. In order to maximize production and minimize costs, we also use high-quality machinery and equipment to manufacture the product.

Our administrative targets are to increase the company's efficiency. To have adequate instruction for the teamwork of junior employees. To build skills in communication and customer service among the employees.

Every company must have a financial plan that is used as a budget and how we can handle the saving for the future in order to have a successful and sustain a budget for a company. The funds for the company were handled by Financial Management.