



اَوْبِقُوْا سَيِّئَاتِيْ تَيَكُوْنُوْا لِيْ مَبَارًا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ACCOUNTANCY

DIPLOMA IN ACCOUNTING (AC110)

AC1105B

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

LE SUGARY CAFE

BAKERY PRODUCTS AND BAKING CLASS SERVICE

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LETTER OF SUBMISSION

Diploma in Accounting (AC110)
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24 JANUARY 2021

Sir Mohd Aidil Riduan Awang Kader
Lecturer of Fundamentals of Entrepreneurship (ENT300)
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Universiti Teknologi MARA Cawangan Pahang
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Sir,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**LE SUGARY CAFE – BAKERY PRODUCTS AND BAKING CLASS SERVICES**” to fulfil the requirements as needed as university requirements.

Thank you,

Yours sincerely



.....
Muhamad Muzafar
General Manager

ACKNOWLEDGEMENT

Alhamdulillah. We are so grateful to Allah S.W.T because giving us the blessing and strength to complete this Business plan and accomplish one of the requirements in the course work for Fundamental of Entrepreneurship (ENT300).

We would like to give our sincere and special thanks to our family and friends that keep supporting us and give us continuous encouragement in order to complete the assignment. We also want to say thank you to our beloved lecturer, Sir Mohd Aidil Riduan bin Awang Kader for his continuous support, knowledge, and advice throughout the journey in completing the assignment.

It is a great opportunity for us to explore and learn more about the business plan. We do learn many things about how to set-up a business. His kindness and determination to help us during the process of completion of this project work is the most thing that we appreciated. Without our lecturer, we would not be able to complete this business plan.

Lastly, this report would not have been completed without the help and cooperation from each member of the group who has given their full attention and best performance. We have been through so many problems. However, problems and hard times create a better person. We manage to handle the problem well, become more organize and mature in dealing with the problem that happened during the time to complete this assignment. This business plan is complete as guidance to a new entrepreneur to start a business.

TABLE OF CONTENTS

NO.	CONTENTS	PAGES
	LETTER OF SUBMISSION	i
	ACKNOWLEDGEMENT	ii
	TABLE OF CONTENT	iii
	EXECUTIVE SUMMARY	1
1.	INTRODUCTION 1.1 Name of Business 1.2 Location of the Business 1.3 Date of Business Commencement 1.4 Future Prospects of the Business	2
2.	PURPOSE 2.1 To Evaluate the Project Viability and Growth Potential 2.2 To Apply for Loans or Financing Facilities from The Relevant Financial Institutions 2.3 To Act as A Guideline for The Management of the Proposed Business 2.4 To Allocate Business Resources Effectively	3
3.	BUSINESS BACKGROUND 3.1 Vision and Mission 3.2 Organizational Chart 3.3 Logo and Motto	4
4.	BACKGROUND OF PARTNERSHIP 4.1 General Manager 4.2 Administration Manager 4.3 Marketing Manager 4.4 Operation Manager 4.5 Financial Manager	8
5.	LOCATION OF BUSINESS 5.1 Physical Location of the Project 5.2 Advantage of Location in Helping Business to Achieve Objectives	13
6.	MARKETING PLAN 6.1 Introduction (Marketing Objectives) 6.2 Description of Products 6.3 Target Market 6.4 Market Size	14

EXECUTIVE SUMMARY

Le Sugary Cafe is a full-service cafe located in the middle of Petaling Jaya where the perfect place requires a cafe to serves the residents and people who work in the area. Our cafe features a full menu of a reasonable price for desserts such as Lotus Biscoff Cheesecake, Lemon Cake, and Salted Caramel Cake influenced by French baking traditions based upon recipes from all around the world. Our vision is to serve the happiness of our product and services to the customer through the bakery products while the mission is to delight and nourish our customers with the best quality and delicious baked goods with excellent service at a reasonable price.

The management team consists of five positions, which begin with the General Manager, Muhamad Muzafar as the head of the company. The four main sections of the company are Administrative Manager that is Nur Azhani, Marketing Manager, which is Amirah Syahmina, Operation Manager, which is Siti Masniza, and Financial Manager, which is Ani 'Aqilah. All of our workers have their own business, manufacturing, marketing, and accounting experiences, and were already attends a lot of certified company talks.

The Le Sugary Cafe's area surrounding is highly occupied by wealthy, young people that can be called mobile people with a high source of income. Le Sugary Cafe is focusing a large number of the upper class of "Millennials and Gen Z" on people who age between 15 to 40 years old. They will be white-collar workers such as managers, professionals, and corporate executives. The education level will range from secondary school to post-graduate work. A majority of the customers will enjoy a relaxing atmosphere, conversation, and natural surroundings

Lastly, there are always risks inherent with any business that carries with it unique risks. The most critical is the economy constantly changing as the markets fluctuate. As of today, we are facing the virus COVID-19, there is a big possibility that the economy is decreasing due to the lockdown. However, the company would need to conserve as much revenue as possible to preserve a balanced cash flow to overcome economic risk. In addition, as part of the business plan, the company can conduct a minimal strategy with reducing overhead across all financial crises.