



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ACCOUNTANCY

DIPLOMA IN ACCOUNTANCY (AC110)

AC1105C

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

BUSINESS NAME:

SARAH'S BAKERMADE

PREPARED FOR:

SITI FAHAZARINA HAZUDIN

PREPARED BY:

- 1. ANIS SYAMILA BINTI AHMAD FITRIYADI (2018202692)**
- 2. NUR SYAZWA BINTI MOHD SAKRI (2018678808)**
- 3. NURUL EZZATIE BINTI NORDIN (2018255636)**
- 4. SARAH `ATIFAH BINTI MOHAMED ZAMRI (2018471304)**

LETTER OF SUBMISSION

Diploma in Accountancy
(AC110) Faculty of Accountancy
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

15 JANUARY 2021

Mrs. Siti Fahazarina Hazudin
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)

Attach is the business plan title “**Sarah’s Bakemade**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely



.....
LI ZI YI
General Manager

ACKNOWLEDGEMENT

Alhamdulillah and thank to Allah for His blessing, it is possible for us to finish our report for this subject, Fundamentals of Entrepreneurship(ENT300). We would like to express our deepest appreciation to all those who provided the possibility to complete this report. A special gratitude we give to our lecturer, Madam Siti Fahazarina Hazudin who contributed in stimulating suggestions and encouragement, helped us to coordinate our project especially in writing this marketing plan.

We would like to thank our parents for giving us moral supports and advices in order to finish this project. A special thanks for our group members who are always giving full commitment in terms of time and money in order to complete this business. Not to forget our classmates and friends who give us some inspirations during fulfilled this task. We would like to apologise if there is any mistake in making this business plan. We hope that our report would be received and worth our full effort to finish this business plan. Thank you.

TABLE OF CONTENTS

LETTER OF SUBMISSION

ACKNOWLEDGEMENT

TABLE OF CONTENT

EXECUTIVE SUMMARY 1

1	BUSINESS BACKGROUND	2
2	OWNER BACKGROUND.....	5
3	ADMINISTRATION PLAN.....	10
4	MARKETING PLAN.....	16
5	OPERATIONAL PLAN.....	33
6	FINANCIAL PLAN.....	46

CONCLUSION..... 52

APPENDICES..... 53

EXECUTIVE SUMMARY

This business plan provide administrative plan, marketing plan, operational plan and financial plan by using variety of method. Sarah's Bakemade is a business located at No.20, Jalan Sudirman, Bandar Sri Semantan, 28000 Temerloh, Pahang. It is a bakery and has been known since its first opened on 1st July 2020. Our business is mainly selling and offering a variety of bakery products from cakes and cookies such as red velvet cakes and chocolate chip cookies. We are supplying bakery supplies likes Royal Victoria cream cheese and filling blueberry.

Sarah's Bakemade consists of five partnership members and five of them will hold different tasks and responsibilities to manage our business. Our bakery's main targets are those bakers who need bakery supplies, people who are sweet eaters, people who need cookies and cakes for every important occasion such as Hari Raya Aidilfitri, and people who want to give return gifts to their guest.

After doing a long observation and research, all of us had planned to set up the business. It is because we can see our potential future in this business. Furthermore, we also discovered that people who are sweet eaters often have a problem finding the most crumbly cookies and the most luxurious cakes. Moreover, bakers tend to have difficulty buying bakery supplies as not many businesses provide these services. So, we come out with freshly baked cookies to maintain they're chewy and crumble taste. We also come out with a rich and creamy texture of cakes to give luxurious feelings for the customer when they eat the cake. Next, we provide high-quality bakery supplies to our baker's customers.

Other than that, we have been observed that few competitors also involve in this bakery business. So, to be competitive with others, we decided to expand our business by using our own skilled and creativeness.

Since our company is considered as new in this market, we must take notes on many aspects that we need to be considered so that our business will be able to compete with others.

Thus, we hope that Sarah's Bakemade can be a recognized and well-known business as our mission are to be the top 5 best bakeries in the country and to be one of the top 3 in supplying bakery supplies for all bakers. We hope that our business can provide a greater service from time to time. Last but not least, we believe that the demand for our cakes and cookies together with our bakery supplies will increase as they are many people who are sweet eaters and bakers who need bakery supplies around our country.