



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ACCOUNTANCY
DIPLOMA IN ACCOUNTING (AC110)
AC1105E

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

AIHEEYO BAKERY SHOP

PREPARED FOR:
SITI FAHAZARINA HAZUDIN

PREPARED BY:

AININ SOFIYA BINTI AZEMAN	(2018800452)
AMIZATUL HAZIRAH BINTI MAT SANI	(2018294024)
MYRA NADZIRAA BINTI ROSLEY SHAH	(2018209894)
NUR KHAIRUNNISA BINTI MOHD ZARKI	(2018418942)
ZULAIKHA KHAIRIYAH BINTI ZAMZURI	(2018243192)

LETTER OF SUBMISSION

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

17 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)

Attached herewith is the business plan: “**AIHEEYO BAKERY SHOP – BAKERY**”.
This is to fulfil the requirements for ENT300.

Thank you,

Yours sincerely

ainin

.....
Ainin Sofiya binti Azeman
General Manager

ACKNOWLEDGEMENT

Alhamdulillah, we praise and thank Allah SWT for His greatness and for giving us the strength and courage to complete this assignment.

First and foremost, we offer our sincerest gratitude to our caring and amazing lecturer, Madam Siti Fahazarina Hazudin, who has supported us throughout our assignment with her patience and expertise. Without her encouragement and guidance, we would not have completed this assignment successfully.

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EXECUTIVE SUMMARY

The proposed business is known as Aiheeyo Bakery Shop which is to be opened in Bandar Jengka. The business will be specialised in modern bakery and pastry with contemporary concept. The proposed concept is unique and different from the existing cake and bakery shop. The venture will be owned by five partners with various education background and working experiences. The partners will be actively involved in management and daily business activities.

Our target market is Bandar Jengka which is a fast-growing town with population of 15,000. Mostly, the population are young people which is in line with the venture marketing strategy. The business will promote aggressively using various tool of marketing tools to win this potential customer. With this plan, hopefully the business should be able to get average daily sales of RM1,700.

The business will occupy a shop house in Nadi Kota of Bandar Jengka. The estimated capital investment is about RM460,000 to purchase of assets including the renovation of building and for working capital.

The projection of Income Statement and Cash Flow statement is prepared for three years. The result of financial projection is very encouraging. The business should be able to realise a good return on investment. The cash flow projection also shows a very positive cash balance.