



اُنِيْوَرْسِيْتِيْ تِكْنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA



CUDA'S BAKERY

FACULTY OF ACCOUNTANCY

ENT300: BUSINESS PLAN REPORT

GROUP ASSIGNMENT 3

AC110 5G

PREPARED BY:

NAME	STUDENT ID
NURUL THAQIFAH BINTI AB RAHIM	2018246754
NURNAYLI SYAMIMI BINTI NAZARI	2018832582
NURSYUHADA BINTI MOHD SHAH	2018218488
NURUL SYUHAILY BINTI HALIM	2018293574

PREPARED FOR :

MADAM SITI FAHAZARINA HAZUDIN

DUE DATE:

31 JANUARY 2021

LETTER OF SUBMISSION

Diploma in Accountancy (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)

According to the above title, we would like to handed in our Business Plan on the name of Cuda's Bakery that consist of all the information about our bakery.

2. This report consists of important component and aspect that have been considered in the beginning of the business. It includes our business profile, administrator, marketing, operational, and financial structure and all other information regarding the business plan.
3. These is the list of the entire group members that involves in the process of completing the business plan:-
 - I. NURUL THAQIFAH BINTI AB. RAHIM
 - II. NURNAYLI SYAMIMI BINTI NAZARI
 - III. NURSYUHADA BINTI MOHD SHAH
 - IV. NURUL SYUHAILY BINTI HALIM
4. We hope that you will be pleased with our business plan and this business plan would benefit and educate individual concerned. All your kindness and corporation are much appreciated. Thank you.

Yours truly,

ACKNOWLEDGMENT

First and foremost, praises and thanks to Allah, the Almighty, for His showers of blessings throughout our report work to complete this project successfully.

We are overwhelmed in all humbleness and gratefulness to acknowledge our depths to all those who helped us to put these ideas, well above the level of simplicity into something concrete. We also would like to express our special thanks of gratitude to our lecturer of ENT300, Madam Siti Fahazarina Hazudin who gave us this golden opportunity to do thos wonderful project on the Business Plan Report, and also helped us in guiding us to complete this assignment.

Any attempt at any level cannot be satisfactorily completed without the support and guidance of our parents and friends. We are extremely grateful to our parents for their love, prayer, caring and sacrifices for educating and preparing us for our future and also helped us a lot in gathering different information, collecting data, and helping is from time to time in making this project, despite of their busy schedule, they gave us different ideas in making this project unique, fun and not stressful.

We also thankful for the members of our group for the amazing experience and teamwork while completing this project together.

Thank you.

TABLE OF CONTENT

CONTENT	NO PAGE
LETTER OF SUBMISSION	2-3
ACKNOWLEDGEMENT	4
EXECUTIVE SUMMARY	6-7
BUSINESS BACKGROUND	8-10
OWNER BACKGROUND	11-14
ADMINISTRATION PLAN	15-21
MARKETING PLAN	22-37
OPERATIONAL PLAN	38-48
FINANCIAL PLAN	49-58
CONCLUSION	59
APPENDIXES	60

EXECUTIVE SUMMARY

Cuda's Bakery is a small bakery-cum- café operating in a tiny half-lot within Taman Tunku that is owned by the partners which are NurSyuhada, Nurul Syuhaily, Nurul Thaqifah, and NurNayli Syamimi. The business started on 2020. The business served coffee, amazing pastries, cakes and organic breads, gourmet sandwiches, salads, wood-fire sourdough pizzas and local favourite such as the nasi lemak to the local community. The main reason we started up the business is because we want to source the best ingredients, craft everything fresh by hand and to pour the soul in everything we do to get the best pastries in town. Before the business started, we came out with the business plan that comprises of company's background, marketing plan, operational plan, administration plan and financial plan since our bakery is a new start-up business and the business plan may help us to maintain our business longer in this baking industry. The purpose of doing the business plan are to show the financial strength of the company especially when applying for loans and to convince the investors and other financial institution in providing funds, as a guideline in setting up the business goal, planning, managing, handling and controlling the business day to day operation, budget and target market, to convince the suppliers the ability of paying back the money borrowed and to improve weaknesses arises by comparing the actual performance of the business with its master plan.

Our bakery hold a vision to sell the most delicious and superior quality of bread and pastry everyone has ever tasted and our mission is to make the business one of the bestseller that sell bread and pastry so we are very committed in serving our customer the delicious homemade bread and pastry. In order to give a memorable experience and to highlight our brand image to develop a positive attitude of the customer toward our brand we set up a business motto of "they are baked, especially for you".

The business product and services has solved customer problem in terms of finding the best cafe and bakery in town. Cuda's Bakery provides delivery services to the customer who is very hectic at work and cannot spend so much time to buy it at the store. The business also served a good quality product where we produce every morning to satisfy the need of customer. The environment of the café is very cosy and suitable for customer to chill and enjoy the food. Therefore, the business is very convenient that customer will love to go and spend more time there. Cuda's Bakery is committed in offering the best quality of product at an affordable price that can be afford by our target market. Our bakery also developed marketing strategy that can attract more people within our target market so we are very committed in planning our marketing strategy.