



**FACULTY OF BUSINESS MANAGEMENT**

**DIPLOMA IN OFFICE MANAGEMENT (BA118)**

**BA1184L**

**FUNDAMENTALS OF ENTREPRENUERSHIP**

**ENT 300**

**BUTTER UP BAKERY**

**PREPARED FOR:**

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## LETTER OF SUBMISSION

Diploma in Office Management and Technology (BA118)  
Faculty of Business Management  
Universiti Teknologi MARA Cawangan Pahang  
26400 Pahang

22<sup>nd</sup> JULY 2021

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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 “**BUTTER UP BAKERY**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

.....  
DAYANA BATRISYA BINTI AHMADI  
General Manager

## ACKNOWLEDGEMENT

In the name of Allah, Alhamdulillah, we have finished our group which Business Plan that the due is on 23<sup>rd</sup> of July 2021. As you know Business Plan is part of our subject in "Fundamentals of Entrepreneurship". Glad to say that we finally managed this project and happy to express our greatest attitude to all the members that involve in this project and to those who spend their time to help and guide us preparing this assignment.

We would like to say thank you from the bottom of our heart to Madam Adibah Binti Hussin our lecturer for guiding us and the whole class in finishing this project together. Thank you to Madam Adibah also for teaching us in ENT300 subject, also for give the guidance to all of us through the stages in this project. Thank you again for always be patience while teaching us, we did not know how to repay all your sacrifice.

I also would thank to my group members and classmates who directly and indirectly helped in completing this project. Due to those people kindness and helpful we got a confidence to completed this project together. We appreciated it so much. Thank you to our parents for always being understanding and supporting in whatever we do. Big thanks to all people who involve in this project.

Thank you.

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## EXECUTIVE SUMMARY

**Vision:** To provide the best, high-quality halal baked goods, and variety of desserts for all customers all over the country.

**Company Background:** Our Business Company is called Butter Up Bakery. The name has been chosen because Butter is widely used in baking to add texture and volume to baked goods and desserts.

**Product:** Butter Up Bakery have 3 products include Pizza Cookies, Classic Brownies and Lotus Biscoff Cheesecake. However, the signature of Butter Up Bakery is Pizza Cookies. Our products do not contain any ingredients that are prohibited for Muslims from consuming under Islamic law.

**Markets:** Butter Up Bakery market target will be located at Kuantan. Butter Up Bakery establish at No. 42 Tingkat Bawah Bangunan Construction Town Jalan Putra Square 6, 25200 Kuantan, Pahang and targeting 70,000 people population in Kuantan. We choose to market our product in this area because It is close to mall and there are many business operations around Butter Up Bakery such as 7-Eleven, Etiqa Takaful, and others. So, it can attract many customers and many people can find it easily.

**Distribution Channels:** Butter Up Bakery distribute the products directly to the customers, because we produce our product in our own bakery and shops.

**Competitors:** Butter Up Bakery have some competitors that already exist in the market such as Secret Recipe and King Bakery.

### Financial Projections:

	Year 1	Year 2	Year 3
Profit (RM)	25,749	41,862	59,606

**Operational:** Butter Up Bakery expected to produce 3614 units per months, total operation cost for operational is RM25 300.

**Industry:** Food Product

**Number of Employee:** 4