



اَبُو بَكْرٍ سَيِّدِي تَكْوِيْلُ كَلِمَاتِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS AND MANAGEMENT**

**DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY (BA118)**

**BA1184L**

**FUNDAMENTALS OF ENTREPRENUERSHIP**

**ENT 300**

**HASMAIRA BAKERY**

**CHOCOLATE CUPCAKES & BREADS**

**PREPARED FOR:**

**MADAM ADIBAH BINTI HUSSIN**

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## LETTER OF SUBMISSION

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

23 JULY 2021

Madam Adibah binti Hussin  
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 “**HASMAIRA BAKERY – CHOCOLATE CUPCAKES & BREADS**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

Maizura Syafika binti Zainal Akmal  
General Manager

## **ACKNOWLEDGEMENT**

In the name of Allah, the Most Gracious and the Most Merciful. Alhamdulillah, we are most thankful to Allah S.W.T for the completion of this Business Plan Project. First, we would like to take this opportunity to thank our beloved lecturer of Fundamentals of Entrepreneurship (ENT 300), Madam Adibah binti Hussin for her assistance, advice, persistence and most importantly, she has given constructive motivation to finish this project.

In addition, we would like to thanks to all those who have internally and externally inspired and encourage us to complete this project, especially to our parents, family and friends for the endless support we are to complete these assignments. Without them, we would not have been able to finish this business venture. We are facing challenges to prepare this business plan project.

Last but not least, we are incredibly thankful to those who engaged in this project as it would not have been possible to create the project before the due date without their inspiration and useful suggestion.

# TABLE OF CONTENTS

LETTER OF SUBMISSION

ACKNOWLEDGEMENT

TABLE OF CONTENT

EXECUTIVE SUMMARY

BUSINESS MODEL CANVAS (BMC)

- 1 BUSINESS BACKGROUND
- 2 OWNER BACKGROUND
- 3 ADMINISTRATION PLAN
- 4 MARKETING PLAN
- 5 OPERATIONAL PLAN
- 6 FINANCIAL PLAN

APPENDICES

## EXECUTIVE SUMMARY

Hasmaira Bakery is a halal bakery that specializes in baked goods such as bread and cupcakes. Bread and chocolate cupcakes with various toppings are the products that have been producing. Our bakery has its capital of RM 20,000.00 and a loan of RM 80,000.00 to begin operations.

Hasmaira Bakery operates Monday to Saturday from 10.00 a.m. until 10.00 p.m. according to a predetermined employee shift. Next, the vision and mission of Hasmaira Bakery are to be the best HALAL bakery in Malaysia, and we will provide HALAL nutritious, high-quality, and self-identity generation.

This bakery is locating at No. 36-2, Jalan Welman, 48000 Rawang, Selangor. It is locating in an area where there are many people, shops and various facilities needed by customers so customers will be attracting to come to buy at this bakery. Then, this bakery targets customers from multiple races and status quo like students, employees, singles, and families. It provides telephone and fax; and email numbers for business operations. Also, a website to make it easier for people to know the location and business run by this bakery.

In addition, Hasmaira Bakery also has competitors such as aria bakery, house bakery, and cafe bakery. Hasmaira Bakery makes various promotions and advertising to compete with other bakeries to get customers and profits. It will be a successful bakery because of its delicious and unique products.