



اُونِيُوَرَسِيْتِي تِي كُونُولُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS AND MANAGEMENT  
DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY**

**FUNDAMENTALS OF ENTREPRENEURSHIP  
ENT300**

**BUSINESS PLAN:  
MAYBELL'S BAKERY**

**CLASS:  
BA1184K**

**PREPARED BY:**

<b>Student Name</b>	<b>Student ID</b>
Nurulain Nabila binti Shaiful Faizal	2019245282
Nuralia Natasha binti Nisnazri	2019260536
Nurul Zalia binti Zamwari	2019260738
Nur Annisa Yusrina binti Imran	2019212394
NurZulaika binti Zulkipli	2019293726

**PREPARED FOR:**

**MADAM ADIBAH BINTI HUSSIN**

**SUBMISSION DATE:**

23 July 2021

## LETTER OF SUBMISSION

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

26 JUNE 2020

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 "Maybell's Bakery" to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

Nurulain Nabilah Binti Shaiful Faizal

General Manager

## **ACKNOWLEDGMENT**

In the name of Allah, the most Gracious and Merciful. Alhamdulillah praises to Allah S.W.T. for the strength and his blessings in completing this Business Plan as one of the requirements that need to be accomplish in my course work.

In performing this assignment, we had to seek the help from some respected persons, who deserve the most gratitude. To complete this task, we need to do further research on this topic to ensure our business plan is complete with the necessary information.

Special appreciation goes to Madam Adibah Binti Hussin for giving us a good guideline to complete this assignment throughout numerous consultations. Without help and guidance from madam, we would not have been able to complete this task.

Special thanks to our parents in supporting us to complete this business plan. This assignment has been finished with the help from many people. Sincere thanks to all the parties who made valuable comments and suggestions on this project which encourages us to improve our work.

Last but not least, we are very thankful to all people who keep supporting and guiding us in the preparation of this business plan, your kindness is very important to us. We hope that with creating this business plan will help us to gain knowledge about being a good and great entrepreneur in the future. Thank you very much.

## **Table of Contents**

EXECUTIVE SUMMARY .....	4
BUSINESS MODEL CANVAS (BMC) .....	5
INTRODUCTION .....	6
PURPOSE OF PREPARING BUSINESS PLAN .....	7
1.0 BUSINESS BACKGROUND .....	9
2.0 BACKGROUND OF OWNER .....	13
3.0 ADMINISTRATION PLAN .....	18
4.0 MARKETING PLAN .....	22
5.0 OPERATIONAL PLAN .....	34
6.0 FINANCIAL PLAN .....	45
CONCLUSION .....	53
APPENDICES .....	54

## **EXECUTIVE SUMMARY**

MayBell's is a bakery that offers many products and services. It offers a wide variety of cakes and breads such as burnt cheesecake, garlic cheese bread and chocolate indulgence to all of our customers. This bakery also strives to produce good products for our customers who are satisfied with the services. I decided to create a bakery that had a nice and comfortable place for our customers to relax and hang out with their friends. This makes our bakery look different from others.

I chose to open a bakery in Kuantan because Kuantan has many strategic places that can attract the customers. With the business attention, I think my bakery has the potential to grow bigger because as we already research that the demand for cakes and breads are increasing year by year.

The customers identified in this area are from children to adults. The products provided by my company are convenient for all ages. This is because my bakery offers a variety of product that has nutrition such as low calories, low fat and low cholesterol. This business also received a halal certificate from the Department of Islamic Development Malaysia (JAKIM).

We have created many kinds of products to introduce to our customers. For example, we designed our own cakes to make them look interesting which includes burnt cheesecake, and chocolate indulgence which of the most popular products at this bakery.

This bakery also offers many services such as posting, delivery service and online ordering. I have taken other initiatives to promote my business online such as through WhatsApp, Instagram and Twitter. In these apps, I will be posting my bakery latest updates and also make an offer for special dates such as giving a discount and free cakes to lucky customers.