



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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MARA

FACULTY OF BUSINESS AND MANAGEMENT
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GROUP ASSIGNMENT 4: BUSINESS PLAN
D'licious Bakery by WeBakes

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1.0 EXECUTIVE SUMMARY

The following is a proposal of a business plan, D'licious Bakery by WeBakes, a bakery shop that is a new organic bakery that specialized in gluten-free, wheat-free, and dairy-free dishes. It will be located in Kuantan, Pahang near the Kuantan City Mall. This downtown district is a very popular destination because of the advancement of the city for weekenders and visitors. It is also a convenient location for all the employees of the surrounding downtown businesses. The principal cost of establishing the D'licious Bakery is an RM200,000 mortgage loan to acquire the vacant space on Kuantan Street. The structure was formerly operated as a bakery, and we intend to purchase both the old equipment and the space. This expense is also factored into the loan estimate.

D'licious Bakery is a sole proprietorship owned by Ilya Insyirah. At first, this bakery is only made at home, after the business has advanced then we propose to open in the store. The manager plans to contribute RM10,000 of her money to meet the remaining start-up costs. These costs include the advertising brochures, bakery ingredients, insurance, bakery accessories such as paper bags, cartons and so on. The bakery sells non-wheat and other health specific bread, special taste with the secret recipe from generation to generation, which is cakes, breads, cookies, desserts, muffins, pizza, tortillas, donuts, sweets, pastries, a host of snack are needed for breakfast, fast food and appetizers to the surrounding community every day.

The business has assembled a strong management team by 5 individuals which consist of General Manager, Administration Manager, Marketing Manager, Operation Manager and Financial Manager. Before this, the five of us have worked at Secret Recipe a famous cake shop in Malaysia. We have three years of baking experience and after that we conspired to open our own bakery names D'licious Bakery. This bakery aspires to be a community icon, establishing a local vibe in which customers feel relaxed and become instant regulars. We are aware of the often-overlooked community of allergy people and cater to their demands for healthy, tasty baked items. We want a fair and reasonable profit, sufficient to maintain the firm financially healthy in the long run and to appropriately reward owners and workers for their money and risk.

2.0 BUSINESS AND OWNER DESCRIPTION

2.1 Business Information and Background.

Name of Business	D'licious Bakery by WeBakes
Business Address	No 302, Jalan Kuantan Street, 25300 Kuantan, Pahang Darul Makmur
Correspondence Address	No 302, Jalan Kuantan Street, 25300 Kuantan, Pahang Darul Makmur
Website	www.dliciousbakery.com.my
E-mail	_____
Telephone Number	
Fax Number	
Form of Business	Sole proprietorship
Main Activity	Bakery Shop
Date of Commencement	1 January 2021
Date of Registration	30 November 2020
Registration Number	202001654321
Name of Bank	Malayan Banking Berhad (Maybank)
Bank Account Number	

Table 1.0 Business Background

2.2 Vision and Mission

2.2.1 Vision

- We attempted to grant delicious and nice baked for our clients at a low cost.
- To establish a well-known bakery brand name on a global scale.
- To open additional outlets throughout Malaysia.
- To educate our employees and the community at large on the importance of chemical-free/additive-free baking and the origins of the food.

2.2.2 Mission

- To provide consumers with the highest quality range of great-tasting bakery and associated food and beverage items, as well as world-class production facilities and an efficient countrywide distribution network, while giving a reasonable return on investment.
- To sharpen our edge in the production and marketing of premium baked products.
- We want to be the favorite bakery shop in every district that we operate.

2.3 Organizational Chart

