



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)

FACULTY BUSINESS AND MANAGEMENT

BUSINESS PLAN:

CRUSH CANDY BAKERY

PREPARED BY:

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DATE OF SUBMISSION:

26 JULY 2021

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LETTER OF SUBMISSION

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

10 June 2021

Madam Ilyani bt Azer
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)

Attached is the business plan title “Crush Candy Bakery” to fulfil the requirements as needed by university requirements.

Thank you,

Yours faithfully

Suzulhijjah

Siti Nurzulhijjah Binti Mohd Kamarudin
General Manager of Crush Candy Bakery

ACKNOWLEDGEMENT

All praises to Allah S.W.T for the completion of this business plan. We thank God for all the challenges and strength given to us to complete this business plan as our assessment in the final semester.

First, we would like to thank our lecturer, Madam Ilyani Binti Azer, for all the guidance during this assignment. Without guidance from the lecturer, it is difficult for this assignment to achieve the objectives that have been targeted.

Next, the completion of this business plan would not have been possible without the participation and help of many individuals who contributed to this assignment. Thanks for providing us all the necessary resources for the business plan.

Finally, we would like to express our deepest appreciation and gratitude to our parents for their endless support, kindness, and understanding throughout the course of the business plan. All in all, we would like to thank everyone who was involved in this assignment and helped us with their suggestions to make the business plan better.

EXECUTIVE SUMMARY

This assignment was made to enable us as a student of Fundamental of Entrepreneurship (ENT300) to handle the real situation of a business entrepreneur and learn to run my own business activities. A good business plan guides through each stage of starting and managing our business. Business plan as a roadmap for how to structure, run, and grow your new business. It's a way to think through the key elements of your business.

The following is a proposal of a business plan, Crush Candy Bakery is a business that will run makers, accept orders and distributors based on bakery products and various types of cakes such as cupcakes, breads, and various types of cakes. The selected businesses are strategically located in the Shah Alam city area. The business is carried on together by 4 individuals which consist of a General Manager, Administration Manager, Marketing Manager and Financial Manager with a capital of RM40,030 as a start.

The idea of opening Crush Candy Bakery is to increase the income to the four of us fairly in the future. It all started from the hobby of one of us who loves to make cakes in her spare time and came up with the idea to build Crush Candy Bakery. Crush Candy Bakery will take orders to make cakes which are custom made and so on for occasions such as weddings, engagements, birthdays, and others. A variety of cake shapes that can attract customers who like something new and unique and look delicious only on the appearance or appearance of the food.