



اَوْنِيُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
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TEKNOLOGI  
MARA

**FACULTY BUSINESS MANAGEMENT**

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

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**GROUP ASSIGNMENT (BUSINESS PLAN)**

## **ZAYN'S BAKERY**

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26 July 2021

## **LETTER OF SUBMISSION**

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Madam

### **SUBMISSION OF THE BUSINESS PLAN (ENT300)**

Attach is the business plan title “ZAYN’s Bakery” to fulfil the requirements as needed by university requirements.

Thank you.

Yours sincerely



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Asiah Binti Mohd Abd Azis  
General Manager of ZAYN’s Bakery

## **ACKNOWLEDGEMENT**

We thank Allah SWT for providing us with the strength to finish this task. Thank you, Allah, for providing us with a healthy body and mind so that we could complete this task despite the numerous challenges.

First and first, we would like to express our appreciation and thanks to our professor, Madam Ilyani bt Azer, for her patience and assistance during the course of this project. It is an honour to have her as our lecturer.

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Finally, thank you to all the group members for their cooperation and commitment to completing this project together and assisting one another along the process. We learned a lot while working on this assignment and now have a better understanding of business plans.

## TABLE OF CONTENTS

<b>1.0 EXECUTIVE SUMMARY</b> .....	1
<b>2.0 BUSINESS AND OWNER DESCRIPTION</b> .....	2
<b>2.1 Business background</b> .....	2
2.1.1 Business Information .....	2
2.1.2 Mission and Vision .....	3
2.1.3 Organizational Chart.....	3
2.1.4 Logo and Motto.....	4
<b>2.2 Owner Background</b> .....	5
<b>3.0 ADMINISTRATION PLAN</b> .....	9
<b>3.1 Introduction</b> .....	9
3.1.1 Vision.....	9
3.1.2 Mission.....	9
3.1.3 Goal.....	9
<b>3.2 Manpower Planning</b> .....	9
<b>3.3 Schedule of Tasks and Responsibilities</b> .....	10
<b>3.4 Schedule of Remuneration</b> .....	13
<b>3.5 Office Furniture, Fitting and Office Supplies</b> .....	14
3.5.1 Lists of Furniture and Fitting .....	14
3.5.2 List of Office Supplies .....	15
3.5.3 Stationery .....	16
<b>3.6 Administrative Budget</b> .....	17
<b>4.0 MARKETING PLAN</b> .....	18
<b>4.1 Introduction</b> .....	18
<b>4.2 Description Of Products</b> .....	19
<b>4.3 Target Market</b> .....	25
4.3.1 Demographic Segmentation.....	26
4.3.2 Psychographic Segmentation .....	26
4.3.3 Geographic Segmentation .....	26
4.3.4 Buying Behaviour .....	27
<b>4.4 Market Size</b> .....	27
<b>4.5 Competitor</b> .....	28
<b>4.6 Market Share</b> .....	29
4.6.1 Market Share Before the Entry of ZAYN’s Bakery .....	29

## **1.0 EXECUTIVE SUMMARY**

This is a proposal of a ZAYN's Bakery's business plan. It is a small bakery that provides baked items such as cakes, muffin, cookies, and bread. It is located near Kuantan, Pahang which it is a strategic place to gain customers. The business is developed by 4 individuals which consist of Marketing Manager, Financial Manager, Administrative Manager, Operation Manager and General Worker. We start our business with RM400,440.00 as a capital. As a newly build business, we want to give our customers a satisfying taste that they never taste before just like our vision.

Before we start our business, we have done a lot of research as a preparation on handling a business and to make sure that our business will go well as planned. We also put our competitors which are Manis Bakery, Mikee Bakery and Cakehouse and My Bakery Shop as a healthy competition and to help us improve our business. We improvise our recipes and ask for our customer's feedback to help us know where our weakness is. Making them as our competitors also give us other benefit which it helps us operates our business more efficient and more effective.

ZAYN's Bakery has aim Malaysian especially for those who stays near Kuantan, Pahang. We can do a delivery near our bakery if there is a request from our customers. We also take orders if they wanted a special birthday cake for someone or if they want it for their events. Customers can choose varieties of flavors and what type of pastries that they want for their events. We can do a custom design on our baked items based on customer's request. We usually finish the request it two or three days because we want to give the best service and satisfy them.

As entrepreneurs, we expect ZAYN's bakery to keep on track steadily and will improve from time to time. However, we do not want to rush in competing with our competitors because it might affect our service with our customers. We want to build our own customer's loyal based to keep our positive feedback. Therefore, we want our business to be successful and most outstanding business in town.