



اُنْبُوْا سَبِيْقًا لِّتَكُوْنُوْا مِّنَ الْفَائِزِيْنَ  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS MANAGEMENT**

**DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY**

**BA1184E**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**ENT300**

**BATTER UP BAKERY**

**BAKED GOODS**

**PREPARED FOR:**

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## LETTER OF SUBMISSION

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16 JULY 2021

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Sir,

### **SUBMISSION OF THE BUSINESS PLAN (ENT 300)**

According to the title above, we are from Batter Up Bakery have finished our business plan for completed the need of subject Fundamentals of Entrepreneurship (ENT 300).

Below is the list of group members involved in completing this business plan:

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Thank you.

Yours sincerely



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Nurul Aqilah Bt Mohd Idrus  
General Manager

## **ACKNOWLEDGEMENT**

Firstly, we want to express our gratitude to Allah S.W.T for providing us with the strength and capability to complete our case study.

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May Allah S.W.T bless the individuals mentioned above with prosperity and honour throughout their lives.

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## EXECUTIVE SUMMARY

Batter Up Bakery is a partnerships business that bake and serve baked goods. It is in Kuala Lumpur and expected to start operating on 2 March 2021. This business is managed by six partners in total. The highest position among the partners is general manager follows by administration manager, marketing manager, operation manager and financial manager. Furthermore, partners also contribute portion of capital amounting to RM 8333 each. Thus, the total of business capital for Batter Up Bakery is RM 50000.

In terms of marketing plan, we have several marketing objectives which are to increase brand awareness, launch products and services in a new market and improving awareness and demand around new products. The current products to be introduced is Chocolate Lotus Biscoff Drip Cake, Chewy Chocolate Chip Cookie, Cinnamon Roll Bread, Red Velvet Cupcakes and Dulce De Leche Churros. We hoping to extend this business so we can serve more baked goods in future.

For operation plan, we want to improve production processes. Hence, to fulfil this objective, production may be improved through increasing output, decreasing cost, and improving the quality of product. Next, improved staffing. To improve scheduling within the operation is to reduce the labour cost. Lastly, utilization of information technology. We will make an advertisement and promotion by using online platform to make it easier for customer to buy our products.

Next, we also want our administration to excel in terms of planning and organizing administrative by following Standard Operation Procedures (SOP). During this pandemic, we really care about safety of customers and business partners during operation of this business. We will make sure all partners and customers to follow SOP to avoid from infectious from the virus. Next, distributes concerns for each staff in company. The most important part of job is to make sure everyone on the team has the right amount of work. The purpose is to be fair to all team so no one will overwork or get less work. Lastly, recruiting staff to maintain the quality. We care about the quality to make sure customer is satisfied with the product. Each manager will consist of general manager, financial manager, marketing manager, operation manager and administration manager have their own roles and responsibilities that must be done to achieve organizational goals.

Finally, we also include our financial plan that consists of project implementation cost, proforma cash flow, proforma income statement and financial budget that is based on our budget from all plans including marketing plans, operation plans and administration plans. It is safe to say Batter Up Bakery will be having increasing trend on net profit for three consecutive years.