



اَوْبِقُوْا سَبِيْلِيْ تَيَكُوْنُوْا لِيْ مَبْرُوْرًا
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FUNDAMENTALS OF ENTREPRENUERSHIP

ENT300

BUSINESS NAME: GLAMZ CUPCAKE

PRODUCT NAME: CUPCAKE

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LETTER OF SUBMISSION

Diploma in Office Management (BA118)
Faculty of Business Management
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Sir,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**GLAMZ CUPCAKE – CUPCAKE**” to fulfill the requirements as needed as university requirements.

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

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Thank you,

Yours sincerely

Alliya

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Alliya Qistina binti Mohd Zawawi
General Manager

ACKNOWLEDGEMENT

This assignment could not have been written and finished without the generous expert existent of many people. We are feeling very grateful to Allah, finally we are managed to complete our assignment at a time given.

First and foremost, I would like to express my most appreciation to our lecture, Encik Mohd Aidil Riduan Awang Kader for his guidance on how to accomplish this business plan. Besides that, thanks to all group members those who give a cooperation to completed the business plan whenever we are face with any problems and always stand by each other to solve the problems. Moreover, for those who have assisted us, either directly or indirectly, a thousand thanks to all of you. Your guidance will be appreciated. Hopefully this assignment will be fulfilled this subject need and can be a useful reference in the future.

We are grateful to have this opportunity to do business plan that can help us gain more knowledge about business. This assignment also can help us for those are already doing business or have a plan to make a business in the future can learned from it to improve themselves to be better in business. Thank you.

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EXECUTIVE SUMMARY

Glamz Cupcake is a company that bake and sells cupcakes. Customers can order the cupcake couple days before the event if they wish to customize them. They can make the orders at our website, www.glamzcupcake.com. They can also check our latest offer and make direct payment using card at our website. The shop is located at No. 13, Tingkat Bawah, Malay Town, Jalan Putra Square 1, Putra Square, 25300 Kuantan, Pahang. This business has been opened since 29 January 2021. Glamz Cupcake is managed by five partners in total. The highest position is general manager, follows by admin manager, operation manager, marketing manager and financial manager.

For marketing plan, we have three main objectives that we use as our guideline. One of our objectives is to target many new customers. The current strategy we use is by adding new flavors into our menu. We vary the flavors to suit with different target customers. For example, we add Mint Chocolate Chip Cupcake not to forget the fan of mint flavor. Most of company they tend to left out mint flavor since not so many people like it, but we take the risk to attract this group. This turn out good since we sold 950 units average per month.

For operation plan, we want to increase our utilization of information focusing more on technology. Therefore, we add more fridge and mixer machine to increase our efficiency. By having more of these machines, we can fulfill the demands and cut down on time consuming on preparation. Before this, we have to limit on orders from customers because we do not have enough machines to operate. Now we can take more orders for the shop and also for events.

Next, we also want our administration to encourage managers to be mentors and leadership role models to their staff. That is why we briefing to all managers to personally train new employees under them. For example, general manager needs to explain and train the employees about new technologies and system. The managers need to show good example to their staff.

Last but not least, we also have our financial plan which consists of helps growth in revenues, wider profit margins and growth in earnings. These is all based on our profit calculated at the end of every year. On our first year we were loss but we keep increasing in our second and third year. It is safe to say that Glamz Cupcake will keep having increasing trend on net profit for the next years.