



اُونِيڤَرْسِيٓتِيٓ تِيڤْنُوْلُوڤِيٓ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS AND MANAGEMENT
DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY**

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS NAME:

DAISY CAKE

PRODUCT NAME:

CAKE

PREPARED FOR:

SIR MOHD AIDIL RIDUAN BIN AWANG KADER

PREPARED BY (BA1184H):

AHMAD ISKANDAR BIN ARSHAD	2017612248
IFFAH NADZIRAH BINTI YACCOB	2019417456
NUR SYAMIMI BINTI AZEMAN	2019809738
NUR AIN AMIRA BINTI SHAMSUL AZMAN	2019293312
NURUL IZZATI BINTI SABIDIN	2019893738

SUBMISSION DATE:

19 JULY 2021

LETTER OF SUBMISSION

Diploma in Office Management (BA118)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

19 JULY 2021

Sir Mohd Aidil Riduan bin Awang Kader
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Sir,

Submission of the Business Plan (ENT 300)

DAISY CAKE

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

1)	AHMAD ISKANDAR BIN ARSHAD	
2)	IFFAH NADZIRAH BINTI YACCOB	
3)	NUR SYAMIMI BINTI AZEMAN	
4)	NUR AIN AMIRA BINTI SHAMSUL AZMAN	
5)	NURUL IZZATI BINTI SABIDIN	

Thank you,

Yours sincerely

Iskandar

.....
Ahmad Iskandar Bin Arshad
General Manager

ACKNOWLEDGEMENT

In the name of Allah, the Most beneficent and Merciful, who has given us the strength and intelligent to complete this task. We ultimately completed this task with lot of excitement and determination. All of the time we spent searching for and debating ideas, as well as justifying theoretical suggestions to drive production, was well spent. This task is a part of our work. This turned up to be a fantastic experience.

Furthermore, we would like to thank to our lecturer, Sir Mohd Aidil Riduan bin Awang Kader, for allowing us to complete this report. He has provided with moral support and guidance on how to complete this group assignment. He was very kind and polite as he proposed the outlines of this study. We appreciate his overall assistance.

We are also grateful that our group members assisted one another in completing this assignment. We are also appreciated to everyone that assisted us in completing our work effectively and on time. They have provided us with a lot of positive comment which has greatly aided us in completing this task.

Finally, we hope that our assignment has been completed and that it will be received. We searched for knowledge and ideas using our effort and gratitude. We hope our efforts are worthwhile.

TABLE OF CONTENT

NO	CONTENT	PAGE
1.	LETTER OF SUBMISSION	ii
2.	ACKNOWLEDGEMENT	iii
3.	EXECUTIVE SUMMARY	1-2
4.	BUSINESS MODEL CANVAS	3
5.	1.0 BUSINESS BACKGROUND 1.1 VISION AND MISSION 1.1.1 VISION 1.1.2 MISSION 1.2 ORGANIZATIONAL CHART 1.3 LOGO AND MOTTO	4-7
6.	2.0 OWNER BACKGROUND 2.1 MANAGER 2.2 ADMINISTRATION MANAGER 2.3 MARKETING MANAGER 2.4 OPERATION MANAGER 2.5 FINANCIAL MANAGER	8-12
7.	3.0 ADMINISTRATION PLAN 3.1 INTRODUCTION 3.2 MANPOWER PLANNING 3.3 SCHEDULE OF TASK AND RESPONSIBILITIES 3.4 SCHEDULE OF REMUNERATION 3.5 OFFICE FURNITURE , FITTING AND OFFICE SUPPLIES 3.6 ADMINISTRATION BUDGET	13-20
8.	4.0 MARKETING PLAN 4.1 INTRODUCTION (MARKETING OBJECTIVES) 4.2 DESCRIPTION OF PRODUCTS 4.3 TARGET MARKET 4.4 POPULATION 1 4.5 COMPETITORS 4.6 MARKET SHARE 4.7 SALES FORECAST 4.8 MARKETING BUDGET	21-41

EXECUTIVE SUMMARY

Daisy Cakes is a partnership business that sells cakes. It is in Pekan, Pahang and expected to start opening on 3 February 2021. Our business address is Lot 8, Jalan Kenanga, 26600 Pekan, Pahang. This business is managed by five partners in total. The highest position among the partners is General Manager, follows by Administration Manager, Operation Manager, Financial Manager, and Marketing Manager. In addition, all partners also entitled to share the profits and all the loses will be contributed equally between partners, whether of capitals or otherwise sustained by the firm.

In terms of marketing plan, we have numerous marketing objectives, including increasing consumer value by improving quality, service, and price. It is due to the fact that client happiness is our top focus. Aside from that, our goal is to grow sales. To increase sales, we may need to develop new products or services, expand our market, strengthen our marketing operations, or improve customer service. Not just that, but to boost company earnings. As a result, our target market consists primarily of residents and a few tourists, and we estimate the number of potential clients and arrange our activities appropriately. We also focus on children and teenagers aged 5 to 25 years old because we are more likely to receive requests for tiered ice cream cakes for birthdays and other special occasions from high-income households. Women, on the other hand, naturally prefer cake to men. There are numerous cake varieties to pick from.

For operation plan, we want to improve our production. Our company will try to improve our production areas which is kitchen and dining area to facilitate or raising quality of our product. We also want improved department management by Our company will control expenses with keep track of everything our company earn and keep track of everything our company spend. Besides that, we want to improve staffing which we will try to find the right employee according to qualifications to achieve our company's goal and for the company to thrive. Thus, customer could also visit our bakery and buy our cakes during our business hour which is from 8.00 a.m. until 6.00 p.m. from Monday to Saturday.