



اَبُو سَيِّدِي تَيْكُو لُو كِيْن مَارَا
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FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

BUSINESS NAME:

PERFECT BAKERY SHOP

PRODUCT NAME:

CAKES AND PASTRIES

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)

Attach is the business plan title “**PERFECT BAKERY SHOP – CAKES AND PASTRIES**” to fulfill the requirements as needed as university requirements.

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

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Thank you.

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EXECUTIVE SUMMARY

Perfect bakery shop is a business under food industry sells pastry, cake, coffee and beverage. It is located in capital city of Kuala Lumpur and will start operating 11 February 2021. This business run by five partners, and each of them got their own role in the business for making sure the business going well on profit chart and management.

We have three objectives for the administration plan which is training, coordinating, and assisting employees. These three objectives will be carried out by the general manager and administration manager. Each position is responsible for carrying out tasks based on their area of expertise. All equipment, budgeting, and scheduling will be discussed on this business plan further in order to create a better plan.

The marketing plan discusses the details of the products themselves, beginning with the features and ending with the benefits of the products. In addition, we have a target market, market share, competitors, a marketing strategy, and a marketing budget. We must identify the best-selling products, pricing strategy, and customer segmentation based on gender and age. All of this is based on the marketing plan's segmented target.

For the operational plan, we want to increase sales revenue and become the best pastry and beverage product. Besides that, we want to concentrate on the objectives as well as the process of achieving the objectives. The operation layout and all planning, including the operation budget, have been detailed. The operation hours will be 13 hours per day, beginning at 8 a.m. and ending at 9 p.m., and will operate six days a week, with Sunday as an off day.

For section of financial plan includes all of the costs that must be incurred or implemented. This section includes the income statement, revenues, and all budgeting. The financial plan is linked to all departments in the business, including the marketing plan, operational plan, and administration plan. Looking ahead, our vision is to become a well-known bakery within the next ten years, and our mission is to provide the highest quality of service and food because our goal is to open franchises throughout the town, with more on the way.