



اَوْبُوْرَسِيْتِيْ بِاْتِيْكَوْلُوْكَىْ بِمَارَا  
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TEKNOLOGI  
MARA

FACULTY OF BUSINESS AND MANAGEMENT  
DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY  
(BA118)  
SEMESTER 4

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FUNDAMENTALS OF ENTREPRENEURSHIP

(ENT300)

ASSESSMENT 3 (BUSINESS PLAN)

BUTTER AND CRUMBS ENTERPRISE

KEK BATIK

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## LETTER OF SUBMISSION

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Madam,

### **Submission of the Business Plan (ENT 300)**

Attach is the business plan title "**BUTTER AND CRUMBS ENTERPRISE – KEK BATIK**" to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

.....  
NUR FARZANA IZZATI BINTI JASMAWARI  
Manager

## ACKNOWLEDGEMENT



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## EXECUTIVE SUMMARY

Butter & Crumbs Enterprise is a dessert-based business that sells many varieties of batik cakes to all sweet's enthusiasts, regardless of ethnicity or culture. This is a sole proprietorship run by its owner, Nur Farzana Izzati, who is also assisted by manpower, Siti Zahirah, Nur Fadzlin Hafiqah, Najmina Shahirah, and Nurhumairah Balqish. Butter & Crumbs is in the residential neighbourhood of Bukit Rangin, Kuantan, Pahang.

Butter & Crumbs provides four different styles of batik cake tastes that are perfect for snacking. There are Kek Batik Original made with only the most essential ingredients, Kek Batik Cadbury, Kek Batik Indulgence, and Kek Batik Chocolate Ganache. While we try and appeal to people of all ages, ethnicities, and beliefs, we are specifically concerned with adolescents and college students who want to experience products at a low cost and of high quality. It is also available for special occasion reservations.

When compared to other new enterprises in Kuantan, the Butter & Crumbs business grew quite smoothly. This is due to the fact that the product has its own distinct flavour and attraction in the minds of buyers.

The marketing strategy of Butter & Crumbs aims to boost the product's quality and affordability. For the topping, Butter & Crumbs use high-quality chocolate. It also offers value-based pricing that is determined by the customer's evaluation of the product. In addition, we provide cash on delivery (COD) at a per-kilometre fee. Following that, Butter & Crumbs provides direct distribution to purchasers and takes orders for special events at a special rate.

Butter & Crumbs pursue business growth through structured business management approaches. Moreover, productive and honest employees are crucial for the development of an organization.

Finally, yet importantly, this business plan serves as a framework for managing and operating the Butter & Crumbs Enterprise. As an outcome, it guarantees that the Business Administration operates smoothly and according to plan. Besides that, it attempts to plan costs and business process calculations and ensure that the full budget is used without waste or financial shortages during the endeavour. This will also act as a benchmark and proof for the authorities to certify the business and provide a license to do lawful business. The