



FACULTY OF BUSINESS MANAGEMENT
DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY (BA118)
BA1184C

FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300

RAFANI'S BAKERY
PETITE CAKE

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LETTER OF SUBMISSION

Diploma in Office Management and Technology (BA118)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
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Madam Normilia Abdul Wahid
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Madam,

SUBMISSION OF THE BUSINESS PLAN (ENT 300)

Attach is the business plan title **“RAFANI’S BAKERY – PETITE CAKE”** to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

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Rabiatul Adawiyah binti Khairul Nizam
General Manager

ACKNOWLEDGEMENT

In the name of Allah, the Most Compassionate, the Most Merciful.

All praises are to Allah SWT and His blessings for the fruition of this business plan assessment. We thank Him for all the window of opportunities, trials and resilience that have been poured on us to complete this particular assessment. We had experienced various kind of knowledge and scope during discourse session, not only from the academic view but also from the outlook of entrepreneurs in real life. Our sincerest gratitude to the holy Prophet Muhammad SAW whose way of life has been an unceasing guidance for us.

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Our deepest gratitude goes to all of our kith and kin. It would not be achievable to write this business plan without the support and encouragement from them. We offer our special thanks to our parents and colleagues for their motivation, prayers and their supportive help during our studies. In winding up, we thank each one of them wholeheartedly. May Allah SWT shower all of these beautiful people above with triumph and honor in their life.

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EXECUTIVE SUMMARY

Rafani's Bakery is a small, local bakery in Pekan Pahang owned by Rabiatal Adawiyah with the help of four baker enthusiasts. We will specialize in custom made petite cakes, fresh baked donuts and mini bite cookies. Rafani's Bakery will be located in a highly-trafficked, convenient, and busy retail strip center of Pekan Pahang and be easily accessible to all residents of the community.

Rafani's Bakery takes pleasure in providing exceptional customer service and meticulous attention to detail in all of the pastries it serves. Due to family's inherited recipe, Rabiatal Adawiyah has already earned a name for herself in Pekan Pahang for being able to produce exquisite bespoke made-to-order cakes and pastries for all sorts of occasions and gatherings. Rafani's Bakery is poised for success because of her excellent reputation and hard ethic.

Our target markets will focus on all residents of Pekan Pahang. Whether it is a small business, large business, school, or household, there will always be an occasion where purchasing pastries and cakes will be required. Not to forget, we also aim for tourists to visit and purchase our souvenir pastry set.

What makes our bakery has its own competitive points are due to our exceptional customer service and commitment as we favor our clients and deeply appreciate the interaction to listen to our clients order for their custom made petite cake. It is extremely rewarding to put that idea into reality and deliver what the client envisioned. We also pride ourselves with our delicious and freshly made pastries as we bake daily and only sale what is freshly made for the day. Thus, the convenient location of Rafani's Bakery will be located in a highly trafficked strip center where the locals often passed by to attract more clients.

Rafani's Bakery is seeking RM15,000 in debt financing to open its bakery. The funding will be dedicated for leasehold improvements, working capital, and opening inventory. It will be opening and operating for 6 days a week. As we oversee the operation system thus, manage inventory and scheduling, as well as all of the administrative functions in order to make sure the bakery runs smoothly in the future.