



اَبُو سَيِّدِي تَيْكُوْلُو كِنِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN BUSINESS ADMINISTRATION (BA111)

BA111 5E

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

Sucré Home

PREPARED FOR:

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PREPARED BY:

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SUBMISSION DATE

19 FEBRUARY 2021

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LETTER OF SUBMISSION

Diploma in Business Studies (BA111)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang Kampus Raub
27600 Pahang

January 2021

Miss Jolin Norshyme Hashim
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Pahang Kampus Raub
27600 Raub Pahang

Miss,

Submission of the Business Plan (ENT 300)

Please find attached the business plan for Sucré Home to fulfil the course requirements for Fundamentals of Entrepreneurship (ENT300) as needed by the university. Sucré Home business partners are as follows:-

1. NUR ERINA ILLYANA BINTI ABDUL FATTAH
2. SHERRY AFIDA A/P DAUD
3. NURUL AIN NADHIRAH BINTI MOHAMAD NOR
4. NORATIKAH BINTI KAMARAZAMAN

Our business address is at 45, Jalan Putra Square 2, China Town, 25200 Kuantan Pahang.

We hope that our business plan satisfy your requirement for our Fundamentals of Entrepreneurship (ENT300) as we believe that we have provide the best details as we can.

Thank you

Yours sincerely

SUCRE HOME
NUR ERINA ILLYANA BINTI ABDUL FATTAH
GENERAL MANAGER

EXECUTIVE SUMMARY

The business is based on partnership which consist of four (4) partners which hold important five (5) positions that is General Manager, Administration Manager, Financial Manager, Marketing Manager, and Operational Manager.

Jambo macaroon, croissant, and crepes are the most popular pastries in our restaurant, SUCRE HOME with our catchy tagline “affordable price and exquisite taste” is located at 45, Jalan Putra Square 2, China Town, 25200 Kuantan Pahang.

SUCRE HOME is a café concept that serves French pastries and food to Malaysian people especially people in Pantai Timur. We serve the French delicacies using halal ingredients to serve local market. Our customers are varied from male to female and all range of age. They can come to our shop as a couple or family.

We believe that the products that we will deliver with its unique taste will attract locals to grab an opportunity to taste French delicacies within their neighborhood. The customer also have the benefit to custome design on top of the macaroon. With overwhelming choice of macaroon and croissant in the market, we believed that ours will stand out because we make sure that the ingredients we used for our macarons are high quality products. With the French ambience at our café will definitely adds more French elements.

We have the special machines to produce the French delicacies which will help reduce time to make the delicacies. Thus, we can produce more. Based on our market segmentation, the sales forecasts for the first year is RM722,200 and we expect about 15% increment in the forecasted sales annually.

1. Business Background

Sucrè Home is a concept cafe serves varieties of delectable pastry to complete an upbeat mood in the morning to an easy-cosy dinner. Sucre known by its name in French means sugar where we offer from top picks to a plain pastry. Sucre Home believes in delivering freshly baked pastries to all customers. It really matters the taste of our customer's first bite in a very instagrammable cafes that comes with a pleasant and cosy space for all. The reason why we chose this type of business is because we want to deliver the best taste of French pastries with the affordable and reasonable price. Besides, the coziness and the concept of our café will give our customers the feeling of dining in France.

Table 1.0 Company Background

Name of the Business	Sucrè Home
Business Address	45, Jalan Putra Square 2, China Town, 25200 Kuantan Pahang
Correspondence Address	45, Jalan Putra Square 2, China Town, 25200 Kuantan Pahang
Website	
E- mail	
Telephone Number	
Fax Number	
Form of Business	Partnership
Main Activity	Sales Activity
Date of Commencement	5 th January 2020
Date of Registration	15 th October 2019
Registration Number	762505051200
Name of Bank	CIMB Sdn Bhd
Bank Account Number	