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UNIVERSITI
TEKNOLOGI
MARA

**UNIVERSITI TEKNOLOGI MARA SABAH BRANCH
KOTA KINABALU CAMPUS**

**FACULTY OF ACCOUNTANCY
AC110 DIPLOMA IN ACCOUNTANCY**

SEMESTER OCTOBER 2025-FEBRUARY 2026

COURSE CODE: ENT300AG5

FUNDAMENTALS OF ENTREPRENEURSHIP

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**SUBMISSION DATE:
23 JANUARY 2026**

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EXECUTIVE SUMMARY

DelishMini Bakery is a homemade bakery and dessert business in the Alamesra, Kota Kinabalu. We specialize in producing and selling homemade desserts such as pastries and cake. Located strategically in a busy commercial hub near universities and surrounded by eateries, offices and retail shops. Our mission is to serve consumers with a variety of nutritious, high-quality baked pastry while maintaining hygiene and create sweet moments through delicious wholesome products. Meanwhile, our vision is to create an atmosphere with the scent of fresh-baked pastry that is welcoming, where every guest finds comfort. We offer a variety of pastries and cookies handmade with high quality ingredients. These include seasonal treats and cakes for every customer to enjoy and build connections with others . DelishMini Bakery is guided by a team of five skilled managers, including a General manager, Administration manager, Marketing manager, Operations manager, and Financial manager. Each brings their expertise to their respective roles, fostering a collaborative environment that drives the success of our business

2.0 ORGANIZATIONAL PLAN

2.1 INTRODUCTION TO ORGANIZATIONAL PLAN

2.1.1 Vision

To create an atmosphere with the scent of fresh-baked pastry that is welcoming, where every guest finds comfort, builds connection and feels the timeless joy of a warm, handmade pastry.

2.1.2 Mission

To serve consumers with a variety of nutritious, high-quality baked pastry while maintaining hygiene and create sweet moments through delicious wholesome products.

2.1.3 Objectives

- Specific- Mainly focuses on sales revenue and customers feedback for the growth of the business
- Measurable- Aim to sell an average of 50 pastries per day with a high positive rating from customer feedback.
- Achievable- Offers fresh pastries daily and asking customers to give feedback after purchases
- Relevant- A positive feedback supports our business vision of creating a ‘welcoming atmosphere’
- Time-Bound- Ensuring that our targets can be achieved for the first 3 months of operation.