

FACULTY OF BUSINESS MANAGEMENT DIPLOMA IN BUSINESS STUDIES

FUNDAMENTAL OF ENTREPRENEURSHIP ENT300

FLYING APRON CUPCAKE SHOP

NURFATIN ZULAIKA BINTI MOHD NIZAM

2017174143

K B A 1 1 1 5 A

PREPARED FOR: EN. MOHD NAJMIE OSMAN

CONTENT

No	Content	Page
1.	Letter of submission	2
2.	Executive summary	3
2.	Litecutive summary	5
3.	1.0 Introduction	4
	1.1 Organization background	
	1.2 Organization logo	
	1.3 Owner background	
4.	2.0 Product/Service Description	7
5.	3.0 Marketing Plan	8
	3.1 Target market	
	3.2 List of competitor	
	3.3 Pricing strategies	
	3.4 Place distribution	
	3.5 Promotion	
6.	4.0 Operational Plan	13
	4.1 Material requirement	
	4.2 Machine and equipment	

7.	 5.0 Financial Plan 5.1 Organization/Administration budget 5.2 Marketing budget 5.3 Operation budget 	17
8.	6.0 Appendices6.1 Price list of competitor6.2 Market research6.3 Promotional	20
9.	Conclusion	31

LETTER OF SUBMISSION

DIPLOMA IN BUSINESS MANAGEMENT

FACULTY OF BUSINESS MANAGEMENT

UITM KEDAH CAWANGAN MERBOK

08400 MERBOK KEDAH

15 JUNE 2020

SIR NAJMIE BIN OSMAN

LECTURER OF FUNDAMENTAL OF ENTREPRENEURSHIP(ENT300)

FACULTY OF BUSINESS MANAGEMENT

UITM CAWANGAN MERBOK

08400 MERBOK KEDAH

Sir,

SUBMISSION OF BUSINESS PLAN (ENT300)

Based on the title stated, I would like to submit my business plan for ENT300 in the name of The Flying Apron Cupcake Shop. Here is all the document and Information needed consist of details and examples of the shop that is located in Ipoh Perak.

2. The report contain all the information that have been considered on the beginning of the business. It include our business profile, marketing budget, financial budget, list of menu and all item required for a business plan.