



UNIVERSITI TEKNOLOGI MARA, SAMARAHAN CAMPUS

FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING

AP116 DIPLOMA IN BUILDING

ENT 300 - FUNDAMENTALS OF ENTREPRENEURSHIP

BUTTERFLY CAKE BUSINESS PLAN

BUTTERFLY CAKE
Come And Keep Eating

**1-03, Level 1, Tun Jugah Shopping Complex, 18, Jalan Tunku Abdul Rahman,
93100 Kuching, Sarawak, Malaysia.**

Written By:

JANET VICTORIA ANAK STIA (2008261584)
BEATHRICE TELADIK URANG (2007133739)
JAZELINA INTAN ANAK MAWANG (2008263228)
JACQUELINE WENA ANAK DHELBI (2008264974)
AWANIS BINTI ABD RAHMAN (2008253438)

Date of Submission:

7th March 2020 ?

TABLE OF CONTENT

NO	CONTENT	PAGE
1	BUSINESS PLAN	
	■ LETTER OF SUBMISSION	1-2
	■ ACKNOWLEDGEMENT	3
	■ EXECUTIVE SUMMARY	4
	■ PARTNERSHIP AGREEMENT	5-7
	■ COMPANY NAME AND LOGO	8
	■ FACTORS IN SELECTING THIS TYPE OF BUSINESS	9
	■ COMPANY BACKGROUND	10
	■ LOCATION	11-12
	■ GENERAL MANAGER'S PROFILE	13
	■ ADMINISTRATION MANAGER'S PROFILE	14
	■ MARKETING MANAGER'S PROFILE	15
	■ OPERATION MANAGER'S PROFILE	16
	■ FINANCIAL MANAGER'S PROFILE	17
	■ PURPOSE OF BUSINESS PLAN	18
2	ADMINISTRATIVE PLAN	
	■ INTRODUCTION	20
	■ OBJECTIVES	21
	■ COMPENSATION AND BENEFITS OF THE WORKERS	22
	■ MISSION, VISSION, GOALS	23
	■ STRATEGIES	24
	■ JOB DESCRIPTION	25-26
	■ ORGANISATIONAL CHART	27
	■ MANPOWER PLANNING	28
	■ PARTNER'S CONTRIBUTION	29
	■ POSITION AND NUMBERS OF STAFF	30
	■ SCHEDULE OF REMUNERATION	31
	■ WORKERS INCENTIVE	32-33
	■ OFFICE PLAN LAYOUT	34
	■ SYMBOLS	35
	■ LIST OF EQUIPMENT AND MACHINERIES	36-37
	■ ADMINISTRATIVE BUDGET	38
3	MARKETING PLAN	
	■ INTRODUCTION	40
	■ OBJECTIVES	41
	■ PRODUCT AND SERVICES DESCRIPTION	42-47
	■ TARGET MARKET	48
	■ MARKET SIZE	49
	■ COMPETITORS	50-51
	■ MARKET SHARE	52-53
	■ SALES FORECAST	54-55

LETTER OF SUBMISSION

Butterfly Cake, 1-03, Level 1,
Tun Jugah Shopping Complex, 18,
Jalan Tunku Abdul Rahman,
93100 Kuching,
Sarawak, Malaysia.

Miss Siti Farah binti Lajim,
ENT 300 Lecturer,
UiTM Samarahan Campus, Jalan Meranek,
94300 Kota Samarahan,
Sarawak, Malaysia.

Dear Miss,

Submission of Business Plan

As mentioned above, we hereby present on Business Plan of Butterfly Cake for your reviewing and grading.

2. In preparing the Business Plan, our team had made a research regarding the potential and healthy of ice cream cakes business.
3. After we have done our research, we foresee that this business has a bright future to be expanded. By venturing into this ice cream cakes production, we able to let the community to enjoy the ice cream cakes. We able to introduce the ice cream cakes which is not so popular here. Our cake house can be a healthy place for informal discussions and meetings with friends.

EXECUTIVE SUMMARY

Ice cream cakes are still not common in our community. Only few cake houses offer ice cream cakes but not so significant. By viewing this potential, we try our best in venturing into this ice cream cakes production. From the survey and research we have done, potential in this business is big due to the demand from the community especially the teenagers. For the opening of our business, we offer 5 all favourite tastes that are Choc-A-Lot, Strawberry, Tiramisu, Oreo and Blackforest. The other two are the Malaysian taste: Honey and Date Cheese and Durian Cheese. All are combined with ice cream to produce the ice cream cakes.

Our target market is big ranging from youngsters to adult as long as they love the ice cream cakes. Anybody who is interested in using ice cream cakes in their birthday, wedding or any events can try our products. We have our own method to sustain the ice cream cakes. From tourists, visitors to locals everybody can enjoy our ice cream cakes. It is Halal guaranteed. From this situation we expect big returns to our initial cost.



COMPANY NAME AND LOGO

BUTTERFLY CAKE

Butterfly is a beautiful creature that can fly freely. Since, we are five ladies venturing into this business, so, we decided to use butterfly as the creature that symbolized the ability to expand business. It is a trademark for our business.

Cake is synonym with what we offer the ice cream cakes. It describes our main products. Besides, C.A.K.E., Come And Keep Eating is our tagline which describe our commitment to make people interested in our products and serve them with the best products that can satisfy them.



Pink symbolizes us the five ladies who involve in this business.

Blue symbolizes our harmonious and willingness to serve the best for our customers.

Butterfly is the symbol of ability to expand business.