



اُنْدِيْفِ مَرْسِيْتِي اِنْدِكِيْنُو لَو كِيْنُو فَا مَرَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF HOTEL AND TOURISM MANAGEMENT

ENTREPRENEURSHIP (ENT300)

“SWEET SENSATION CAKE”

PREPARED FOR :

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LETTER OF TRANSMITTAL

ENT 300 Students,
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Ms Chang Yin Cheng
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SARAWAK.

Sir,

SUBMISSION OF BUSINESS PLAN

As a representative of our company Sweet Sensation Cake's, we would like to submit our business plan for our evaluation and further action. We would like to thank for you exceedingly helpful insight and suggestions. Our wholehearted thanks go to you, who makes our job easy, who guides and assists us in many ways. Your helps is a useful guide for us to complete this business plan and at the same time anchored us toward goals and objective of the preparation of this business plan until we finally competing it according to time given and as scheduled.

EXECUTIVE SUMMARY

Our company name is Sweet Sensation Cakes. The business of our company has been decided on the form of partnerships. Each partner has contributes certain amount of capital as agreed in our agreement. Our business activity is to offers services by gives the customers an entertainment services which is drink, eat and make a discussion.

All partners are encouraged and entitled to participate in all business management. We have agreed that Yenny Hasmida Binti Karim is the General Manager and Administrative Plan, Zaimah Binti Shahni as the Marketing Manager, Desmond Unyu Anak Christopher Grai as Operation Manager, also, and Abdul Samat Bin Mardan as the Financial Manager. The selection of each position based on consensus among all the partners and selected based on the criteria of experience, skill and ability.

The management team will be led by the general manager and the other manager will help in other process. The task and responsibilities of a general manager is responsible involve in the process of controlling, leading, organizing as well as plan the entire business. The marketing manager will responsible in preparing the marketing process which includes the process of identifying the target market, determining the market size, identifying the competitors, determining the market share, developing the sales forecast and marketing strategies.

Meanwhile, the operation manager is responsible to the operation of the business as whole. The operation manager will supervise, coordinate and make sure the operation of the business runs smoothly. The administration manager will responsible in doing for all jobs relating to office administration business. This includes the process of selecting the staff, hiring staff. Lastly, the financial manager will be accountable to handle the financial matter such as preparing the budget, financial statement for expenses controlling the flow of the money of the organization and also preparing account statement at the end of the accounting period for auditing purposes.

INTRODUCTION

Provide a quality name of our shop, Sweet Sensation Cakes, that inspires by us because we believe that our shop can fulfil the customer's expectations plus services towards customers. Sweet Sensation Cakes that present about it was a super sugar-high day but full of temptations to everyone who comes to the launching. Sweets everywhere!

Sweet Sensation Cakes is in partnership form & wholly owned by five Bumiputera entrepreneur's as well. The concept of the business is café and we will provide a classic and soft song, free Wi-fi and also drink.

Moreover, we will offer the special package to the UNIMAS and UiTM university students that bring along their ID cards.

We had agreed to open our business on 1st January 2016 after coming to an agreement that concerning every single term of starting a business & consulting with each one of our business partner.

We decided to open cakes café because we know & realize that our location were a strategic place to run this business as we concern that people nowadays love to eat cakes and also the people who that still study or already working like to make a discussion in a calm places and strategic place.