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UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF SPORT SCIENCE AND RECREATION

DIPLOMA SPORT STUDIES (SR113)

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

- DELICIOUS BAKERY-

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SUBMISSION DATE:

19th SEPTEMBER 2011

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II. Submission Letter

Delicious Bakery,

1st Floor, Sublot 49, Survey Lot 5357

Phase 25, Desa ilmu,

Jalan datuk Mohamad Musa,

94300 Kota Samarahan,

Sarawak .

19th September 2011

En Jamesson Gary Dickson,

Lecturer of Fundamental of Entrepreneurship (ETR 300),

UiTM Sarawak, Samarahan Campus,

Jalan Meranek,

94300 Kota Samarahan,

Sarawak.

Dear sir,

Re : Submission Of Our Business Plan

Based on above statement, I, Sharifah Nurlin Atiqah bt Wan Idrus, as the general manager of Delicious Bakery, acting on behalf of my group partner in this business project, would be like to submit our business plan to you for your reviewing purpose.

2. This business plan is prepare to fulfill entrepreneurship foundation (ETR) and to expose student about business field in business world. The student also can get opportunity to venture in this business in their future. We have tried our best to prepare this business plan with all data compiles for your good judgment. This

III. Executive Summary.

The name of our company is Delicious Bakery. The business is in form of partnership which consists of five members. Each partner contributes certain amount of capital as agreed in agreement.

There are no sleeping partners and all are entitled to participate in the business management. We agreed that Sharifah Nurlin Atiqah Bt Wan Idrus as the General Manager, Abdul Rahim as Marketing Manager, Zulhelmi Amran as the Operational Manager, Nor Fazerina bt Alias as the Administration Manager and Mohd Saiful b Mohd Aris as the Financial Manager. The selection of General Manager is based on consensus among all the partners and selected based on the experience, skills and ability.

The management team will be led by the General Manager and assist by the other managers. The General Manager is responsible in planning, leading, controlling and organizing the business. The Marketing Manager will be responsible to create the marketing plan, identifying the customer's need and demand, identifying the competitors, target market, market size and forecast the future market. The Operational Manager is responsible to the entire job that related to the operation and will be supervising and coordinating the operation of the business. The Administration Manager is responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages. Lastly, the Financial Manager will be handling the financial matters such as preparing the budget and financial statement for expenses of each departments and controlling the flow of the money of the organization.

1.1 Introduction of Business Plan.

Delicious Bakery has decided to venture into business of providing bread product with hope to be successful in the world of entrepreneurship. Our food product which come from the variety of bread. Thus, an idea of creating a potential this business created.

Delicious Bakery in form of partnership which consist of five partners. Our major focus is to produce a healthy and fresh product from main materials that be used. It is our passion to encourage a healthy eating habit among the customers. Besides that, we are looking forward to commercialist 'to the international level beside at the local level. We are very optimizing that this business will gain a large profit.

All partners had agreed as stated in agreement letter which consist amount of capital, profit and loss will be divided as stated ratio. In partnerships, the will be a lot of ideas, talents and skills can be pooled together for better future management of our company in the future.