



MARA UNIVERSITY OF TECHNOLOGY

FACULTY OF ADMINISTRATIVE SCIENCE AND
POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION

KEK LAPIS WARISAN

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LECTURE
ETR 300

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LETTER OF TRANSMITTAL

Kek Lapis Warisan
No 4 & 5, Sublot 7, Ground Floor,
Wisma Jaya, Tabuan Jaya,
94800 Sarawak.

Mr Mohd Sapawi Bin Jamain
ETR300 Lecturer,
UiTM Sarawak, Samarahan Campus,
94300 Kota Samarahan.
Sarawak.

Sir,

Re: Submission of Business Plan

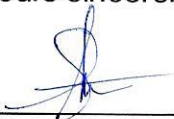
As stated above, I; Mohd Shahlan Bin Kassim, as a General Manager of Kek Lapis Warisan and also the representative for my fellow team members, would like to submit our Business Plan to you for your reviewing.

2. It is hope that the enclosed Business Plan can strengthen tha base for our financial backing and support besides presenting our idea in more proper way. Any information related to the business can be found in the Business Plan that we included together with this letter.

We would be glad if you wish to have us present our Business Plan for better understanding. All your attention and support towards our Business Plan is greatly appreciated.

Thank You.

Yours sincerely,



(Mohd Shahlan Bin Kassim)
General Manager of Kek Lapis Warisan

ACKNOWLEDGEMENT

Firstly, we are very thankful to God for gifting us the strength and patience to finish this business plan for the semester December '06 – May '07. Although we have go through the hardest time gaining the information, but the 'gifts' from You help us a lot to finish this task.

We also would like to thank our lecturer, Mr Mohd Sapawi Bin Jamain, for his continuous guidance, tolerance and endless advice all this while. His lecture helps us a lot and we had used it as a guidance and guideline towards finishing this business plan. We are very grateful to accomplish this task as we learn to do the business plan and gaining knowledge to become effective entrepreneurs in the near future.

We also appreciate the help of the officer in every sector that contribute information to us. To be specific, thanks to Fire Rescue Department, SESCO, Telekom, PERKESO, MBKS, MARA, Waterboard and especially to Mariam Cakes.

A big thank to our parents and the rest of the family for their helping hands and never-ending support. Without them, we might not be able to accomplish this business plan completely.

Last but not least, thanks a lot to our course mates' members and everyone who have been giving and supporting us throughout this assignment. Your contributions are truly appreciated and will be well-remembered.

1.1 INTRODUCTION

Kek Lapis Warisan is the company that involves in manufacture and selling layer cakes. Our products are more likely Kek Lapis Sarawak which has various and unique design. The cakes are one of traditional handcraft introduced by the old generation of Sarawak. It is a heritage that needs to be continued by the new generation. Together with the forming of this company we came out with the name of Kek Lapis Warisan. We choose the name because it is symbol to our product whereby in English 'Warisan' mean heritage.

We believe nowadays, the people are busy with their work and have not enough time to make preparation for the festive such as 'Hari Raya', Chinese New Year, Christmas, Gawai and so forth. With the existence of our company will help them to lighten their burden in term of preparation of cakes on those days. Furthermore, they surely delighted to buy our products as the cakes are fully decorated with unique design and various flavors. For the local customer, they will proudly present the cakes to the outsider and persuade them to buy it as a souvenir.

Due to the opportunity in the market, it gives us idea to build an organization with the starting capital of RM97622. RM47622 is the contribution from the partners and the rest is loan from Bank Islam. We select Tabuan Jaya as the location of our business operation because we see the location has potential to develop. We believe this type of business need to develop more in