



UNIVERSITI TEKNOLOGI MARA
KAMPUS SAMARAHAN SARAWAK

DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY
(OM114)

FUNDAMENTALS OF ENTREPRENEURSHIP
(ETR300)

Business Plan
Kaoru's Bakery House

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Miss Siti Farah,
Re: Submission of Business Plan

As stated above, I, Farah Sofia Binti Norizan as a General Manager of Kaoru's Bakery House and also as the representative of my group members, would like to submit our business plan for your evaluation and for you to take further action.

2. We feel highly motivated to complete this task. It gives us a clear and wide introduction about the fundamental of starting a business. We believe that this knowledge and experience will be useful for us when we want to develop our own career in the future.

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

Thank you

Yours sincerely

(FARAH SOFIA BINTI NORIZAN)
General Manager of Kaoru's Bakery





1.1 EXECUTIVE SUMMARY

After doing extensive research on the business opportunity available in Kota Samarahan, our group decides to specify our business in selling our product. Our group has come up with the business plan of partnership whereby our organization name will be known as Kaoru's Bakery House.

Kaoru's Bakery House will be operating on 1 January 2010. The business is contributed by four partners with an agreement to perform the business partnership and earn profits. This business are also incorporated under the business registration act 1956(amendment 1978) and partnership Act 1961.

The purpose to create the Kaoru's Bakery House is to prove to the society that the Bumiputera can fulfill the customer's desire and at the same time to earn profit. Kaoru's Bakery House does make new recipes and standardize the quality of the products. Generally, the recipes are design by the workers of Kaoru's Bakery House. The inside of premise is design based on the Japanese concept, for example Kaoru's Bakery House use bamboo as the main decoration in the premises.

Furthermore, Kaoru's Bakery House will use Kimono as an official wear for workers at the cashier counter. Most of the decoration in the premise is based on Japanese style because we want to apply the advance technology of Japan had achieved success. Kaoru's Bakery House provides products such as bread, bun, cookies, and cake. Kaoru's Bakery House had provide breads, two types of bun, two types of biscuit and also two types of cake for the beginning of the business. In Kaoru's Bakery House The General Manager is responsible for all areas.

Most commonly, the term general manager refers to any executive who has overall responsibility for managing both the revenue and cost elements of a company's income statement. General Manager usually oversees most or all of the firm's marketing and sales functions as well as the day-to-day operations of the business. Frequently, the general manager is also responsible for leading or coordinating the strategic planning functions of the company.

Administrative Manager will conduct all of office environment, gathering, adapting, storing and distributing information within the company. Administrative Manager also will use information systems. Furthermore it also provides specialized



1.2 INTRODUCTION

Kaoru's Bakery House aim is to attest the society that Bumiputera can be a successful entrepreneurship. Therefore society will look up at Bumiputera and they will trust to the buy Malaysian's product. Kaoru's Bakery House is the partnership business joined by four members, that is Bibihanim binti Hamblie, Jasmine anak Riang, Siti Hazirah binti Saimin and Farah Sofia binti Norizan.

Kaoru's Bakery House produces food to sell to the customers which includes bread, bun, cookies and cake. Kaoru's Bakery House also provides different type for each recipe. Furthermore, Kaoru's Bakery House is located at No. 45 Lot 5 Kompleks MARA Satok Parade Jalan Satok, 93050 Kuching Sarawak.

Kaoru's Bakery House will be commenced on 1 January 2010. We want Kaoru's Bakery House to fulfill the customer desire and demanded. In the future, we hope that Kaoru's Bakery House will expand widely and had several franchise around Malaysia so that Kaoru's will be widely known in the eye of citizen of Malaysia.