MARA UNIVERSITY OF TECHNOLOGY

ETR 300

MiRa-cake & pastry house

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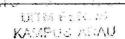   TANTY NORLIA NORDIN   2000295315

DIPLOMA IN SCIENCE
PART 05
SESSI MEI – OKT `02

CONTENT

MARKETING PLANNING

OPERATIONAL PLANNING

SYNOPSIS

In this business plan we have chosen to open MiRa-Cake And Pastry House in Kangar, Perlis. This MiRa-Cake And Pastry House is a partnership business where there are five of us in this business.

The main items of MiRa-Cake And Pastry House are cakes, pizzas, and ice creams. Other than that, this bakery also will be selling variety of biscuits, puffs, buns, and ice cream cakes. The specialities of our business are delivery services and the privileged card. The customers can either eat in the shop or they can take away. We also accept order from individual, big companies, and special occasion such as wedding ceremonies, birthday parties, and formal occasion. MiRa-Cake And Pastry House has a very attractive interior design and structure.

PREFACE

MiRa-Cake And Pastry House will start its operation in January 2003 in Kangar town. This bakery will be opened everyday, except on Friday starting from 11 am until 9 pm, but on Saturday and Sunday the operation time is until 11 pm.

CAPITAL

We have applied RM200,000 thousand loan from Maybank. Each of the business partners have to give their own capital. The General Manager has given RM 20,000, the Financial Manager RM10,000, the Marketing Manager RM10,000, the Operation Manager RM10,000, and Administration Manager RM10,000. The total capital is RM260,000.

MARKETING ASPECT

We believe that our marketing strategies will attract our customers, and we aspect that our marketing management will give us the profit in a short time after its opening.

OPERATION ASPECT

The interior design of the bakery, the arrangement of the furniture, the operation of the workers and machines, services of the business are in the operation management. We aspect that the uniqueness of our shop specially the interior design and the types of furniture and their arrangement will also attract the customers. We promise to give the best in our services.

ADMINISTRATION ASPECT

The workers resources are under the responsibility of administration management. The administration department is on the upper floor of the shop. This aspect is so important because without good administration management all the operation cannot be done well.

FINANCIAL ASPECT

The cash flow, profit and loss of this business is under the financial management. We need a systematic and good financial management to ensure this business runs well.