



Le Patisserie



COVER PAGE



UNIVERSITI TEKNOLOGI MARA SARAWAK
KAMPUS KOTA SAMARAHAN

ENTREPRENEURSHIP (ETR 300)

“LE PATISSERIE”

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DIPLOMA IN CIVIL ENGINEERING

11 APRIL 2009



Le Patisserie



BUSINESS PROPOSAL

**ETR 300 Students (Part 6),
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UiTM Kota Samarahan,
Jalan Meranek, 94300 Kota Samarahan,
Sarawak.**

11 APRIL 2009

Dear Mr. Ahmad Faisal,

Re: Submission of Business Proposal

As the representative of our company, I would like to hereby present to you our propose business plan for our ETR300 Basic Entrepreneurship project. We have decided to open a bakery shop with the influence of café genre that is called “Le Patisserie”. Together with this letter we include our business plan.

2. First of all, we would like to thank our respected lecturer Mr. Ahmad Faisal Mahdi for your kindness, support and generosity in guiding and leading us in making this business plan a reality. It would have been much more difficult for us to get information and knowledge about this business. Without your advice, we certainly would not be able to come out with such proposal.

3. We will share and use the knowledge that we have learn wisely in the future and especially if we want to seriously get ourselves involve in this industry. Besides that, we hope more “Bumiputera” are keen to venture into this bakery industry as there are only a few that are established.

4. We are willing to accept or hear any comments from you regarding this business plan.

Thank you.



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EXECUTIVE SUMMARY

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Our bakery shop café is called Le Patisserie that means The Bakery. The business is formed under the Business Registration Act 1956 (Amendment 1978) and Procedures of Business Registration 1957 where we form a partnership. The company is commencing on the 1st of Jan 2010 and it is located at the Padungan area of Kuching.

The management team consists of five person and they are the General Manager, Marketing Manager, Operation Manager, Administration Manager and Financial Manager. Each of them has their own strength and specialty. The General Manager of Le Patisserie is a person with great vision that looks for every opportunity there is and thinks outside of the box by being creative and innovative. With various working experience in his hand as a young entrepreneur, he always work hard and giving up is not an option for him. Next, is the Marketing Manager who holds the key of attracting customer to and expand our bakery shop. He is a person who is very skilled in public relation where the art of persuading is his specialty. Identifying the customer needs and wants will be no problem for him.

Our Operation Manager has his own history and experience in hand. Working as a waiter at a restaurant to an assistant manager at McD really teaches him the whereabouts of the operation process from the kitchen right to the customer. Getting the shortest movements of the worker will definitely save cost, energy and time. The Administration Manager is in charge of supervising and monitoring the bakery shop where he is a guy who is very responsible in his duties and performs his duties with such efficiency by filing all the data and making sure that every worker knows their job and what they should do. He plans the day ahead by proper planning to determine how much of worker that we need based on the work load.

Lastly is our Financial Manager who is a UiTM graduate that has a diploma and degree in civil engineer as well as business management. A very alert, strict and reliable person that is very good with numbers. He has the skills of forecasting the profit to avoid losses and at the same time, giving advice to the managers on how to manage the money more efficiently.



Le Patisserie



INTRODUCTION

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Name of the company:

The name of our company is “Le Patisserie” which was decided after a brief discussion between the shareholders. Taken from a French word, “Le” means “the” and “Patisserie” means “bakery” so in other words it is called The Bakery. The name is very direct to show our main expertise and what we are specializing in. France is one of those countries who produce quality and outstanding bread that is known to the whole world and that is what influence us the most to set our own benchmark in the market to show our enthusiasm. We have combined the concept of a café with our bakery shop so that the customer can eat while enjoying the quiet and relaxing atmosphere that we have provided. Customer satisfactory is our main priority as well as the bread that we produce. People will recognize and remember the name of our bakery shop because it is unique and likeable to pronounce.

Nature of business:

We have chosen to be in the food industry and our main expertise is on bakery mainly to produce bread as well as other side orders such as cakes and coffee. The nature of our business is to supply and produce quality bread to our beloved customer for them to taste the delicious and palatable fresh homemade bread with our own secret recipe. People will have options to eat light food and best one to choose is bread as it is not just delicious and easy to consume but also contains high fiber that is good for health. We also produce various types of coffee for the customer to enjoy while eating.