



FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES DIPLOMA IN
MATHEMATICAL SCIENCES

CS143 5G

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)

BUSINESS PLAN FORMAT

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TABLE OF CONTENTS

Section Number	Section	Page
	Executive Summary	3
1.0	Business Descriptions	4-5
2.0	Owner Description	6-7
3.0	Product/ Service Descriptions	7-9
4.0	Organizational/ Administrative Plan	9-13
5.0	Marketing Plan	14-21
6.0	Operation Plan	21-22
7.0	Financial plan	23-24
	Conclusion	25
	Appendices	26-28

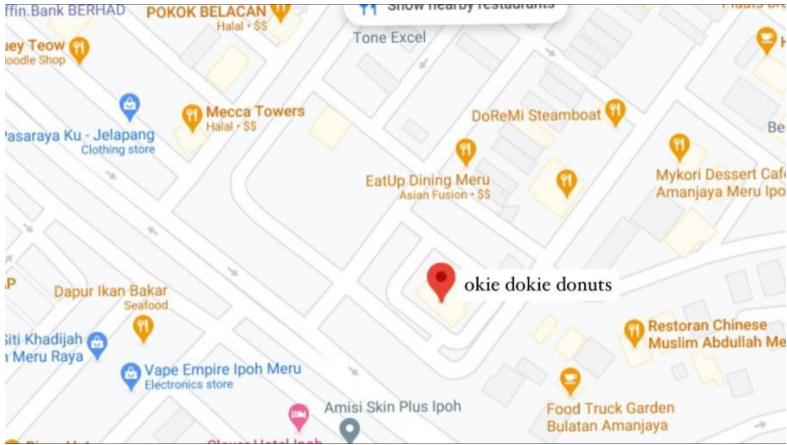
EXECUTIVE SUMMARY

Okie Dokie Donuts is a doughnut café located at Ipoh, Kedah. The vision of the Okie Dokie Donuts is to be the first class of premium donut in Malaysia and deliver the best experience for the customers. Okie Dokie Donuts sells a variety of donuts and coffees to all categories of marketing. Our products ensure less sugar than normal donuts in usual marketing to ensure the customers' health but still giving them satisfaction. Made with fresh batter daily, the doughnuts taste is not dense but quite the opposite. Its texture and the toppings complement each other very well. Okie Dokie Donuts focuses on all types of class market. For example, middle and upper-class groups are people who focus into working and who rarely have time to cook or treat themselves nor their family. Next, Okie Dokie Donuts is located in the heart of Perak which is Ipoh. Many tourists come to Ipoh as a vacation and can easily spot Okie Dokie Donuts. Lastly, we have observed some competitors involved in donuts business in Perak, including Dunkin' Donut, J.CO Donuts, Big Apple and so on. Thus, we take these opportunities to expand our business since none of those donut companies have specialities and texture like our donuts which is soft and light. Since our company is listed as a new company in the market, it is clear that there are many aspects that we need to consider so that our company can compete in the market as there are many people involved in donuts business nowadays.

1.0 BUSINESS DESCRIPTIONS

With a range of tantalising ice blended and a charming array of coffee creations, Okie Dokie Donuts offers a wide selection of premium donuts. Its outstanding donut qualities come from a special premix recipe with a carefully chosen blend of more than 15 imported ingredients to produce donuts known for their distinctive freshness and fluffy texture. All our ingredients in our recipe are Halal and safe. Besides, as a simple idea for people to come together and share their love for donuts, Okie Dokie Donuts has been started and it will slowly grow into a large, prosperous company based on confidence, dedication and creativity. Furthermore, our target market aim is to give the unique experiences to our customers in the joy of donut and coffee taste.

1.1 Company Background

Name of the Organization	Okie Dokie Donuts
Business address	LOT 51, Jalan Meru Jaya Bestari B2, Bandar Meru Raya, 30200 Ipoh, Perak
	
Website/ e-mail address	okiedokiedonuts@treats.com / okiedokie2000@gmail.com
Telephone Number	010-9025283
Form of Business	Sole Proprietorship
Main Activities	Selling and making donuts, ice blended and coffee.
Date of Commencement	1 st February 2020
Date of Registration	1 st January 2020
Name of Bank	Malayan Bank Berhad
Bank Account Number	163748592872

1.2 Organization Logo/ Motto

LOGO/ MOTTO



MISSION

- 1) Maintaining high levels of proficiency in management, development and innovation.
- 2) To offer a brand-specific customer experience.
- 3) Uncompromising attention to the sourcing of the tastiest and greatest available ingredients.
- 4) Listen to our customers want.
- 5) Provide customer care and special service.
- 6) Production of a unique framework for the corporate family to boost team growth and performance.

VISION

To be the first class of premium donut in Malaysia and deliver the best experience for the customers.