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BUSINESS PLANNING: CAKE LAPIS WITH STEVIA

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Table of Content

No	Content	Pages
1	Executive Summary	1
2	Introduction	2 - 5
3	Business Background	6 - 9
4	Partners Background	10 -13
5	Business Location	14 - 15
6	Organization Plan	16 - 21
7	Marketing Plan	22 - 39
8	Operation Plan	40 - 53
9	Financial Plan	54 – 57
10	Attachment Rubrics	58 - 65

Executive Summary

Stevia's Cake Sdn. Bhd. was found in 2016. This cake is very different with the other cake because the ingredient in this cake we do not use a sugar when making it. The Stevia's cakes are the name of the Stevia's tree that produced to replace the sugar content in this cake. Now days, we can see many of the cake outside their use a lot of sugar when making it, and we already know that sugar a not good for our health. Other than that, the content of sugar can make the taste of the cake very particularly sweet compare using the Stevia's. This cake also made by our factory in some flavour such as Vanilla in the beginning but after that we variety some of flavour such as Oreo, Banana Pandan, Blueberry, Chocolate and Banana.

"Stevia's Cake" will be located in Jalan Hang Tuah, 75300, Melaka as it the best place for customers to come as if the customers want to taste our Stevia's cake. We are sure the customer will feel satisfied after try our cake because the taste more delicious then cake used sugar. We define our customer is from 20 – 60 years due stress of working that they are having so usually they would want something light, delicious and more important healthy.

Then, we compete directly with Secret Recipe, Italy Bakery, and Kings but our products is unique and much more superior that the others because our products is newly improvised and never been portrayed in this kind way. We also have a competitive advantage because of our products has its own target audience and fans in Malacca also the tourist in who come here.

Last but not least, that we expect to next 5 year are we want our company known in Malaysia and become cake major producer that does not use sugar as the sweetener. Furthermore, we also want to expand our company by opening cake shop for every state and also add more factory make cake we in Sabah and also Sarawak.

Introduction

Name of the Company

Stevia's Cake Sdn. Bhd.

Name of Business

Our company are producing food that we called Stevia's cake. Stevia's cake is one of Lapis cake product that have ingredient of stevia's leaf. Lapis cake mostly was the top delicious cake in Sarawak. There many type of flavours we can taste such as Oreo, Banana, Pandan, Blueberry and Chocolate. In addition, Vanilla's flavour is our first try in doing this business.

Industry Profile

The food Industry is a complex, global collective of diverse business that supplies much of the food and food energy consumed by the world population. There are a lot of competitors doing in food business. So that, only a person who really want to be succeed in business, must have critical thinking to achieve their target. Only subsistence farmers, those who survive on what they grow, can be considered outside of the scope of the modern food industry.

Our businesses are providing layered cake that as usually people know it was famous at Sarawak. Kek Lapis are usually baked for religious or cultural celebrations and special occasions, with Malaysian people serving them during open houses on festival days such as in Hari Raya, New Year, Chinese New Year, Christmas, Deepavali, birthdays and weddings. A Kek Lapis price varies from at RM 19.00 depending on ingredients and size of the cakes; a good deal for a local delicacy. The recipe calls for butter, eggs, sugar, flour, milk and colouring and flavouring ingredients like I mention before. Making Kek Lapis is indeed an extremely tedious job, one that can only be rewarded by the beauty of the final creation. In Malaysia market, Kek Lapis Sarawak was the famous kek Lapis ever. It introduced by the old generation of Sarawak with the patients and concentration. Kek Lapis Sarawak nowadays is offered with unique patterns and various flavours.

In international market, kek Lapis Indonesia such Lapis Legit is a popular cake in Malaysia, Singapore and Indonesia during festive and special occasions. It's time consuming to make well-worth it. In doing food services, we must follow the food processing. Food processing includes the methods and techniques used to transform raw ingredients into food for human consumption. Food processing takes clean, harvested or slaughtered and butchered components and uses them to produce marketable food products.

Purpose The Business Plan

1. The Business Plan is prepared for various reasons.

Among the main reasons are to allow the entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner. Then, the collapse of many business ventures can be attributed to the decisions and planning of the entrepreneurs who rely more on emotions and gut feeling rather than objective and rational consideration. With a Business Plan the entrepreneur has solid and well-grounded information to supplement the planning and decision making process. This way, the entrepreneur has a more realistic and practical business plan.

2. To convince relevant parties of the investment potential of the project.

The Business Plan can be used as a communication tool to convince potential investors of the viability of a proposed venture. The availability of a Business Plan will boost the confidence of interested parties to finance partially or fully the cost of the venture. Potential investors include financial institution, private/individual investors, suppliers and government agencies.

3. As a guideline for managing the business.

The Business Plan can also be used as a guideline for managing the proposed venture. In preparing the Business Plan, the entrepreneur has thought out and laid down the plans and strategies for running the venture. When the ventures become a reality, the plans and strategies outlined in the Business Plan will be an important benchmark to help the entrepreneur gauge his progress.

4. To allocate business resources effectively

Normally, small businesses have limited resources at their disposal. Hence, these resources need to be allocated effectively so as to avoid unnecessary wastage and to ensure optimum returns on investment. The Business Plan can help with the planning, distribution and monitoring of these resources.