



اُنْدِيْفُوْرْسِيْتِي تِكْنُوْلُوْجِي مَارِيْزَا
UNIVERSITI
TEKNOLOGI
MARA

ENT300

ENTREPRENEURSHIP

**DIPLOMA PLANTATION AND
INDUSRTY MANAGEMENT**

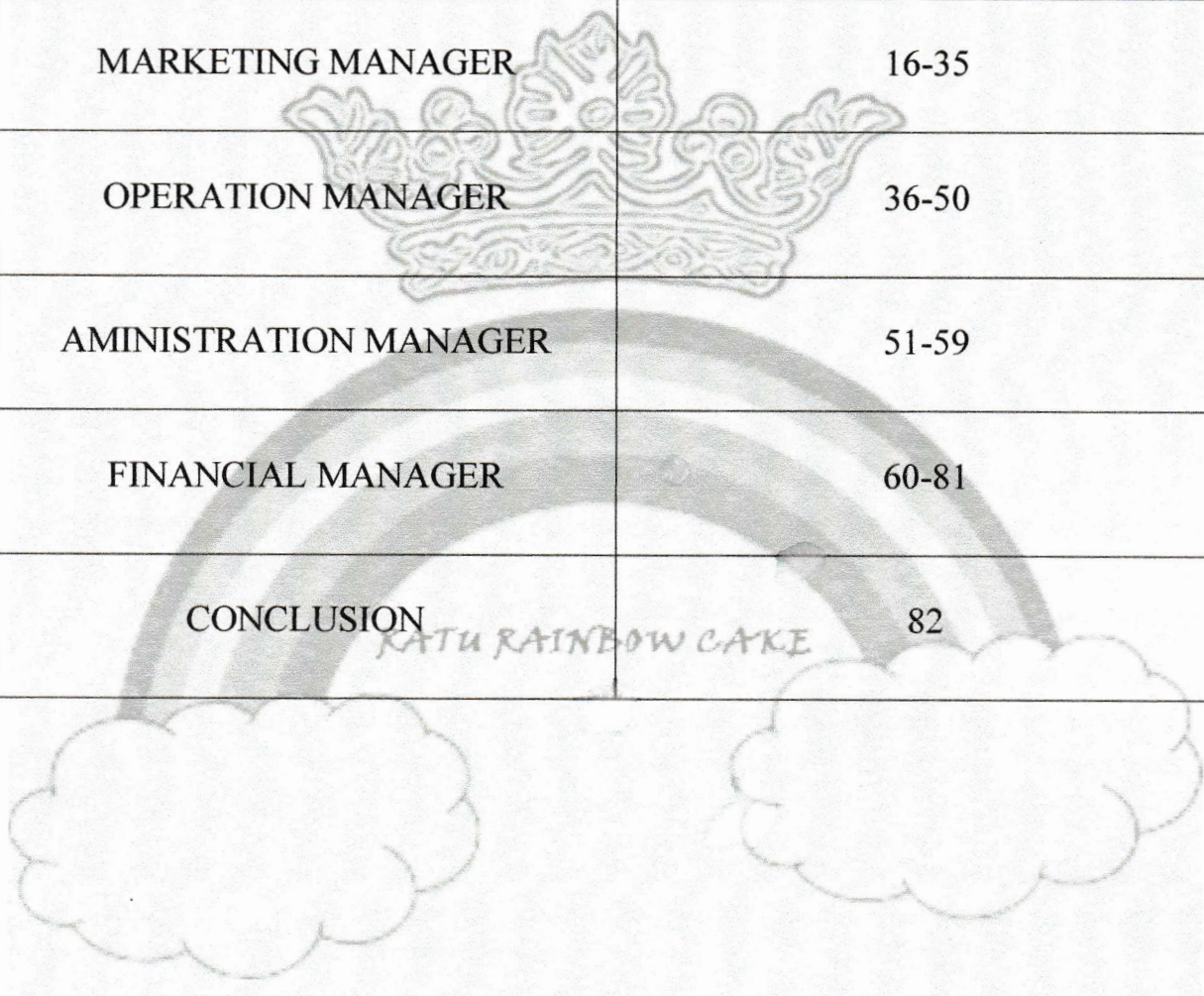
RATU RAINBOW CAKE

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Letter of submission

Pelajar Diploma Pengurusan Ladang,
Universiti Teknologi Mara,
Cawangan Sarawak,
Kampus Mukah.

Madam Noraini Sa'ait

Universiti Teknologi Mara,
Cawangan Sarawak,
Kampus Mukah.

17 March 2017

Madam,

Submission Of Business Plan

As a representatives of our company, 'RATU RAINBOW CAKE', would like to submit the business plan to your for evaluate and initiate further action. We would like to thankful the motivation and supported from Madam. Not to mention the guidance given has indeed paved us the way and anchored us towards ours aims and goals when preparing and completing our business plan on time as scheduled

2. For the five of us ENT300 has given us a clearer picture in the fundamentals of starting a business. We also get many ideas which we personally felt and would have done much us or benefit if RATU RAINBOW CAKE ever became a reality.
3. Your undying attention, cooperation and guidance had taken far by allowing this business plan become to reality and successfully complete. Without the all knowledge that your gives to us that cannot help us to complete this business plan.

Yours sincerely,

(PATRISIA INYA ANAK AGAP)

GENERAL MANAGER

Introduction

Ratu Rainbow Cake is our company that willing to serve different type of Kek lapis Sarawak. Mukah is the location that we selected to ruin our business. We choose Mukah because of low competitor and immigrant come to Mukah especially the student from any institution. Kek Lapis Sarawak is the most highly demand especially from peninsular people. Kek Lapis Sarawak is the common food at Sarawak and the most potential product to be popular. This company have five members which are have their own position as general manager, operating manager, administration manager, marketing manager and financial manager. Our company will be established on September 2017. Our company operates every day except for Monday because of Monday is our rest day once a week. We use cash as exchange of our product that we produce.

Name of company

Ratu Rainbow Cake is the name of our company as we suggested and decided from our members because we decide to sell type of Kek Lapis Sarawak. We also will use our own recipes flavour of Kek Lapis Sarawak.

Nature of business

This company entity is a partnership. Since this business is less competitor at Mukah, we will try our best to make serve our product will be more attracted by people whether from Mukah or outside people. We also will make our customer will satisfy with our product and serve. We also will ensure our satisfaction of our customer is our priority.

Vision

1. To become most well-known among the cake that had been existed in Malaysia.
2. To become the most successful cake in Malaysia by the year 2020.

Mission

1. We serve high quality of our product.
2. To ensure satisfy customer's demand.
3. Can serve our product at short period.
4. Good communication among buyer and seller.

Purpose of business

1. To obtain capital loan for the amount of RM13, 809. 00 from Maybank.
2. To become a role model to other business for their guideline.
3. We can serve more than 10 types of Kek Lapis Sarawak for a single day.
4. We also will give suitable price to customer.

Future prospect of the business

1. To let shareholder invest in our company.
2. To show our best management in this company.
3. To introduce our Kek Lapis to international level.