



UNIVERSITI TEKNOLOGI MARA

ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
SWEET HOUSE CUPCAKE

PREPARED BY:

MASLINAH BINTI AHMAD	2012447206
NORHANISAH BINTI REDUAN	2012278372
RYNCINTHA BINTI RAZIMAN	2012683092
FAIZAH BINTI AHMAD	2012488186
SHERIESHELY BINTI LAWRENCE	20128881 8

MARCH 2014



TABLE OF CONTENT

1.0 INTRODUCTION

1.1. Executive Summary	1-2
1.2 Introduction	3-4
1.3 Business Logo and Description	5
1.4 Purpose of Business Plan	6
1.5 Company Background	7
1.6 Owners Background	
1.6.1 Partners Background	8- 12
1.6.2 Partnership Term Agreement	13-14
1.7 Business Location	
1.7.1 Physical Location	15
1.7.2 Building	16

2.0 ADMINISTRATIVE PLAN

2.1 Introduction to the Organization	17-19
2.2 business vision and mission	20
2.3 Organization Chart	21-22
2.4 list of Administration Personnel	23
2.5 partner contributions	24
2.6 Schedule of Task and Responsibilities	25 - 29
2.7 schedule of remuneration	

Sweet House Cupcake



2.7.1 Working hours	30-32
2.7.2 Employees incentive scheme	32-33
2.8 List of office equipment and supplies	34-37
2.9 administrations Layout	38-41
2.10 Administration Budget	42

3.0 MARKETING PLAN

3.1 Introduction	43
3.2 profile of Product	
3.2.1 Type of Product Sweet House Cupcakes	44-48
3.3 Target Market	49
3.4 Market Size	50-51
3.5 Competition	52-53
3.6 Market Share	54-55
3.7 Sales Forecast	
3.7.1 Sales forecast calculation	56-57
3.7.2 Total sales per month	58-59
3.8 Marketing Strategy	
3.8.1 Product Strategy	60-65
3.8.2 Pricing Strategy	65
3.8.3 Distribution Strategy	65
3.8.4 Promotion Strategy	65-70
3.9 Marketing Budget	71



1.1 Executive Summary

As we know, people are concern with their health and thus, there are many businesses that produce and sell cupcakes containing low sugar and low fat. They take the customer satisfaction as their main priority. In western country, there are many shops that are specializing in producing as well as selling cupcakes as their business. However, in our country itself, the cupcake business is relatively new and still growing. This business has its own potential to grow in the future.

So, we grab opportunity to undergo a cupcake business and operate a business called Sweet House Cupcake in order to gain profit as well as to achieve customers' satisfaction. Our project is about cupcakes business which is to produce and sell cupcakes. We will offer a variety of high quality of cupcakes and all cupcakes will made by us in our kitchen. Our prospect is that this business will be developed and expanded in the future as people nowadays are more prefer to have cupcakes in their occasion and also as desserts.

The name of our company that we choose, which is "sweet house cupcake" is simple and can be counted as direct to the point. It is easy to understand and remembered because the term that we use to define our shop is common and will not cause confusion for the people when they interpret it.

Our target market is consists of the people in Sulaman Sentral,Menggatal area. Cupcake for everyone, and thus we evaluate that every person are afford and willing to buy our cupcakes. Individuals who purchase our cupcakes will be people who are in middle to upper class. Corporate people are also one of our target markets as they tend to have celebrations and events.

Our business was located in the building of Sulaman Sentral,Menggatal. This is considered as a strategic location because this place is situated in the housing, industrial and university area where there is high population of people.

In future, we have our dream to develop our business. We want to expand our business to other district that has the potential. Furthermore, we also to expand our business to Sarawak and to peninsular Malaysia. We will have a variety of flavour, design, decoration

Sweet House Cupcake



and types of packing. This is a way in order to us to retain customer's loyalty. We are focusing our efforts on building strategic relationships between party planners, catering employees, friends, family and our customers. We will offer the highest value of cupcake selection at a competitive price.

By that, this business proposal is contain our dream to establish a business to show our ability to all people. We start from zero, but in future we will have everything what will fulfil our dream.

