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UNIVERSITI  
TEKNOLOGI  
MARA

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**BUSINESS PLAN TITLE:**

**AKOK GEBU SDN BHD**



**FACULTY AND PROGRAMME:** FACULTY OF BUSINESS AND MANAGEMENT- (BA243/BM243)

**SEMESTER/ GROUP** : (March – July 2019) / NBH6B

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**SUBMISSION DATE :** 26 MAY 2019

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Our grateful thanks also go to our group members to make this business plan successful. A big contribution and hard work from them during a month is very great indeed. All a project during the proposal would be nothing without the enthusiasm and imagination from them. Besides, this proposal make us realized the value of working together as a team and as a new experience in working environment, which challenges us every minute. The whole proposal really brought us together to appreciate the true value of friendship and respect of each other.

Lastly, to those who had involved and contributed directly or indirectly to this business plan, we are very grateful to them for the effort and initiative that they have shown in our project until we successfully completed our business plan.

## EXECUTIVE SUMMARY

Akok Gebu Sdn. Bhd. is based on partnership where it consists of six members who hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Assistant Marketing, Operational Manager and Financial Manager. The business capital is amounted to RM250,000 where the total contribution of each member is RM30,000 and acquiring another RM70,000 is from bank loan. Akok Gebu with tagline "*Taste a Moments*" is located at Section 7 Shah Alam. The advantages of our location spot are due to a strategic place because it's near and easy to get supplier for our office equipment and the target customers are there. Besides, the price for the akok is reasonable and affordable.

Akok Gebu is a company which focuses on food production in Malaysia. Akok is one of Malay traditional cake and mostly popular in Pantai Timur. Difference in flavors make this cake looks interesting and suitable to serve for any occasion. Moreover, the simple steps and ingredients give a lot of benefits to our company and we are highly confident that our market can be easily developed and spread in Malaysia. To make it more attractive and interesting, we decided to make some innovation by implying our creativity and modern element in this akok making. Nowadays, color and flavor is one of the important thing in any products making so colorful of akok with flavor might be a new attraction to people.

We have done some research that Malaysia is one of developed country and it quite busy during day time. Normally people who work during office hour and students do not have much time for breakfast. So, with our new innovation, they can just grab a packet of akok with different fillings and go to work. Easy and simple as that. Our business is expected to commence on January 2020 and our vision is to make our company a well-known, established and satisfied by our customer in order to expand our akok to attract other bakeries company to deal with us with a better price. We also hope that our company can produce the profit within 3 years. This will be realized by the full cooperation and efforts among the partners to promote the company.

**LETTER OF LOAN SUBMISSION**

Akok Gebu Sdn. Bhd.  
Section 7 Shah Alam  
Jalan Plumbum Y 7/Y  
40000 Shah Alam.  
Selangor Darul Ehsan

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Manager  
Maybank Islamic Berhad  
Shah Alam Main Branch  
Section 14 Shah Alam  
40702 Shah Alam  
Selangor Darul Ehsan.

5 April 2019

Dear Sir,

**APPLICATION LETTER FOR BUSINESS LOAN**

Referring to the matter above, as we want to initiate the business of bakery which is traditional food from Pantai Timur and our business need some funds to establish this business. We need around RM70,000 of funds to make our business success. We have just a shortage of finance that's why unable to run this business.

So, it is requested to you to grant some loan from your bank. So that we can start the business with the loan. We will pay this loan as per your required policies. Hope you will coordinate and help in this regards.

Thanks,

.....  
(SHAHROLNIZAM BIN PEET)  
General Manager