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BUSINESS NAME (KITCHEN ENTERPRISE)

PRODUCT NAME (CRAFTY CAKES)

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TABLE OF CONTENTS

LETTER OF SUBMISSION	i
ACKNOWLEDGEMENT	ii
EXECUTIVE SUMMARY	iii
	Page Number
1) INTRODUCTION	
1.1 Introduction of The Business	1-2
1.2 Purpose of The Business Plan	3
1.3 Business Background	4-6
1.4 Partnerships Background	7-11
2) ADMINISTRATIVE PLAN	
2.1 Introduction to Administration	12-13
2.2 Organizational Structure	14-15
2.3 Administrative Manpower Planning	16
2.4 Tasks and Responsibilities Schedule	17-18
2.5 Schedule of Remuneration	19
2.6 Compensation and Benefits	20
2.7 Office Furniture, Fittings and Office Supplies	21
2.8 Administration Budget	22

3) MARKETING PLAN

3.1	Introduction to Marketing	23-24
3.2	Product Description	25-26
3.3	Target Market	27-28
3.4	Market Size	29-30
3.5	Competitors	31
3.6	Market Share	32-33
3.7	Sales Forecast	34
3.8	Marketing Strategy	35-42
3.9	Organizational Chart for Marketing Department	43
3.10	Marketing Manpower Planning	44
3.11	Schedule of Tasks and Responsibilities	45
3.12	Schedule of Remuneration	46
3.13	Marketing Budget	47

4) OPERATIONAL PLAN

4.1	Introduction to Operation	48
4.2	Operational Process	49
4.3	Operations Layout	50
4.4	Production Planning	51-52
4.5	Operational Manpower Planning	53-54
4.6	Schedule of Tasks and Responsibilities	55
4.7	List of Operation Personnel and Schedule of Remuneration	56
4.8	Material Planning	57
4.9	List of Machines and Equipment Planning	58-59
4.10	Business and Operational Hours	60
4.11	License, Permits and Regulations	61
4.12	Operational Overheads	62
4.13	Operational Budget	63
4.14	Implementation Schedule	64

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EXECUTIVE SUMMARY

Qitchen Enterprise is a start-up company establishment located in Senawang, Negeri Sembilan. The company is equally owned and managed by five partners. Qitchen Enterprise expected to catch the interest of a regular loyal customer base with its variety of Korean cakes products that sells under a bakery named Crafty Cakes. Furthermore, Qitchen Enterprise also plans to build a strong market in Senawang town due to the less competition on that area and it is near to the housing area and located near well-known restaurants so that our premise is easy to find by customers.

Our bakery, Crafty Cakes offers a variety of high-quality Korean cake such as Red Velvet Cake, Chocolate Cake, Vanilla Cake and Pandan Gula Melaka Cake with a beautiful design and at a reasonable price during business operations to our target market at all times. All cakes are baked and prepared if there is an order from the customer to ensure the cakes are fresh. Besides, we also sell ready-made cakes with unique designs so that the customer can grab the cake at the bakery at the very last minutes for special events.

We hope that Crafty Cakes will be a well-known bakery throughout Malaysia and will be able to provide a greater product to our customers from time to time. We believe that the demand of our cakes will increase every year as we build a strong position in the town and in the country by continuing to offer high-quality cakes at a reasonable price to customers.