

**FUNDAMENTALS OF ENTREPRENEURSHIP  
(ENT300)  
GROUP ASSIGNMENT  
BUSINESS PLAN REPORT**



**UNIVERSITI TEKNOLOGI MARA (UiTM)  
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## EXECUTIVE SUMMARY

Tasty Cake House is a pastry shop in Sungai Petani, Kedah, Malaysia. Its main target is to provide its clients with a tasty, high-quality pastry and an outstanding eating experience. The site is in a densely populated residential area, attracting staff is simple because employees can walk to work. Employees must also be cared for in order for them to feel comfortable and protected while working, since this will improve their productivity. Tasty Cake House vision is to serve our customers satisfaction through delicious, high-quality pastry and extraordinary food experience while working towards greater good for our employees, the community and the environment and their mission is to exceeding customer expectations is achieved through dedicated staff and commitment to meeting the new standards. We targeting to bring our customers the ultimate taste of our pastry experience. The meaning of the logo is want to give the customers happiness by experience of the cookies and pastries. The smoke on the top of the cake represents the freshness of the cakes are made where we will serve the pastry fresh from oven. The brown colour is a natural colour that evokes a sense of strength and reliability. Also, the company make a simple logo to make sure the customer clear about the business and also will remember to our logo. There are five top management which is General manager, administrative manager, marketing manager, production manager and financial manager. These 5 top managers play a big role in the company so that the company will continuously being a successful business. The company also provide goods to their employees which is EPF and SOCSO, maturity leave and paternity leave, bonus, annual leave and sick leave.

In order to notify the customers, Tasty cake House are using online marketing by promoting their menus on the Instagram, twitter and Facebook. In order to ease the customers, the customers also can order through the online platform. In addition, the company also using a price strategy and distribution strategy which we will serve our customer directly to achieve the goal we want to maintain our high-quality cake, pastries and services.

# Tasty Cake House A Pastry house

<p><i>Key Partners</i></p>  <p>Supplier: Bake with Yen</p>	<p><i>Key Activities</i></p>  <ul style="list-style-type: none"> <li>i Making cookies and cakes</li> <li>ii Marketing</li> <li>iii Selling</li> </ul>	<p><i>Value Propositions</i></p>  <ul style="list-style-type: none"> <li>i free delivery</li> <li>ii homemade recipes</li> </ul>	<p><i>Customer Relationships</i></p>  <ul style="list-style-type: none"> <li>i Personal</li> <li>ii face to face and delivery service</li> </ul>	<p><i>Customer Segments</i></p>  <p>All the customers from around North especially Sungai Petani people</p>
<p><i>Key Resources</i></p>  <ul style="list-style-type: none"> <li>i Building</li> <li>ii Ingredients</li> <li>iii Sale people</li> <li>iv Production peoples</li> <li>v Equipments</li> </ul>		<p><i>Channels</i></p>  <ul style="list-style-type: none"> <li>i Retailer stores</li> <li>ii <a href="http://www.tastycake4u.com.my">www.tastycake4u.com.my</a></li> </ul>		
<p><i>Cost Structure</i></p>  <ul style="list-style-type: none"> <li>i Ingredients</li> <li>ii Salaries</li> <li>iii Equipments</li> <li>iv Utilities</li> <li>v Advertisements</li> </ul>			<p><i>Revenue Streams</i></p>  <ul style="list-style-type: none"> <li>i Cookies and Cakes sales</li> <li>ii Commission</li> </ul>	

## CHAPTER 1: INTRODUCTION

### 1.1 INTRODUCTION TO THE BUSINESS

<b>i.</b>	<b>Name of the business:</b>	TASTY CAKE HOUSE
<b>ii.</b>	<b>Nature of business:</b>	Partnership
<b>iii.</b>	<b>Industry profile:</b>	Baking
<b>iv.</b>	<b>Business Location:</b>	F 293, Kampung Masjid, 08600, Tikam Batu, Sungai Petani, Kedah
<b>v.</b>	<b>Date of commencement:</b>	May 29, 2021

vi. **Factors in selecting the proposed business:**

**a) The business such as baking is easy to handle as there are not many kinds of ingredient.**

**b) The business starts from hobby in making a pastries**

vii. **Future prospects of the business:**

**a) Having the right staff team, with relevant developmental opportunities in place to enable a responsive and quality service that offers the various type of products by our company.**

**b) To improve evaluation of customer satisfactions and experience as a method of increasing achievement in making the products.**