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BUSINESS PLAN

PREPARED FOR:

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Thank you so much.

EXECUTIVE SUMMARY

The purpose of this business plan is to secure long-term funding to open a Starmoon Bakery located at Starmoon Bakery, S/22 Lot 401(297 – A) Kg. Sireh, Jalan Kota Bharu Darul Naim, 15050, Kota Bharu, Kelantan. This business plan includes administration plan, marketing plan, operational plan, and financial plan. Furthermore, the name of this bakery shop which is “STARMOON Bakery” is come out from the creative mind by the partnership members and it shows that how we situating our products in customer's mind until they can remember our business name which is simple and effective to articulate including with the slogan “Love at First Bite”. Starmoon Bakery is focused on a partnership consisting of five partnership members that invest the same amount of capital which is RM 20,000 of each member and the total capital amounted to RM 100,000.

Moreover, we had intended to set up this company through our long-term analysis and observation, because we can see a larger future prospect in this field. As for the business, we offer special and delicious cakes for the society at Kampung Sireh Kota Bharu. So, our survey concludes that we are going to provide the simple and special cakes to the Malaysian, which is well in the high quality of the product. Furthermore, our target customers are from all income levels and for all levels of age including children, teenagers and adults.

Besides, to make it attractive and interesting, our bakery serves many types of cakes with different innovations, flavors and designs according to the customer requirements. So, the differences in types of cakes and taste will attract many kinds of people who love cakes. Moreover, the simple steps and high quality of ingredients give a lot of benefits to our business and we are highly confident that our market can be easily developed and spread in Malaysia.

Finally, we expect Starmoon Bakery to be a well-known business nationally and to be able to offer more service from time to time. We also assume that the demand of our products which is cakes will increase every year as the increase in human population and be able to achieve our business goals with our business financial position statement. We also have our goal of getting the modal return within a short time and our current ratio would cover our liabilities and place the company in the highest comfort level. It is our pleasure to be the benchmark for those interested in starting a business.

PARTNERSHIP AGREEMENT

The function of this partnership agreement is to avoid any fraudulent and deception that might be happen during the operation of business and to ensure this business run with efficiently and effectively. This agreement will bind the partners with following aspects:

1. Types of business:

The business is partnership that generally serves many types of cakes.

2. Term:

The partnership shall begin on 1st March 2022 and shall continue until terminated.

From the consent of all partners, we agreed that:

- Run the business until terminated.
- Prohibited from dissolving the business without consent of other partners to other partners.

3. Capital:

Each partner has contributed the capital as below:

NURUL NADIAH BINTI MOHD ASRI	RM 20,000
WAN NATASHA BINTI WAN NAZIRON	RM 20,000
DAENG KASTURI BIN NAZMAN	RM 20,000
MUHAMMAD BASHRI BIN BUKHARI	RM 20,000
AMIRA SYAKIRA BINTI MOHAMAD	RM 20,000
TOTAL	RM 100,000

4. Period of partner agreement:

From the consent of all partners, we agreed that:

We had to run at least five (5) years and partners are prohibited from dissolving the business without the consent of other partner resolutions to other partners.

5. Distribution of profits and loss:

Every partner has belonging this business and the amount of the profit from this business as well. The partners will distribute profit according to capital distribution. Any loses will be liable among partner equally according Partnership Act 1961.

6. Perquisite:

Any additional pay is to follow current profit and will be present in the end of annual financial report.