



UNIVERSITI TEKNOLOGI MARA
FACULTY OF ACCOUNTANCY
DIPLOMA IN ACCOUNTANCY
(AC110)

THREE LAYERS
BUSINESS PLAN

PREPARED FOR:

MISS ARDIANA MAZWA BINTI AMIR ABDULLAH

SIR ABANG SULAIMAN

PREPARED BY:

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|-----------------------------|------------|
| KHURULAIN BINTI ZANUDIN | 2010224366 |
| SITI RADIAH BINTI ZAULKAPLI | 2010409078 |
| FITRIANI BINTI HASHIM | 2010815224 |
| NURAZIERA BINTI SARKAWI | 2010692942 |
| ZARINA BINTI ABDUL ANNUAR | 2010259956 |

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ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

First and foremost, we would like to thank Allah the Almighty for His blessing and His utmost love in giving us good health, patience and determination to finish this business proposal. We are very grateful that we managed to accomplish everything in the given time. After all the hard work that we have been through, we are very thankful that all of the difficulties that we faced are ended at last.

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EXECUTIVE SUMMARY

After carrying some research and prospect on what business we should establish, our company has decided to open up a doughnuts shop. We came up with a business plan of partnership and our company will be known as Three Layers. Our main business is to process, promote and selling doughnuts to all level of ages.

In our business plan, there are five major business establishments that need to be taking into the consideration which are the operation, administration, finance, management and marketing.

The General Manager will be the head of the management department while receiving assistance from other manager. The General Manager is responsible in controlling, organizing, leading, manage and planning the business.

The Administration Manager is responsible to update the organizational chart, organize the company's payment scheme and document every data obtain through company's monthly meeting.

Marketing and the operation plan cautiously monitor and record the monthly sales of the company, strategize company's tactic to gain profit and compete with other competitors. Marketing is responsible in promoting the business to the public.

As for the operational plan they need to identify and assign business supplier, systemize the whole operation of the business.

The financial is one of the most important business establishments. The financial department will prepare the financial statement and balance sheet for the company. The finance executive is responsible every cash flow and financial transactions.

We hope that this business plan will be able to give better guide us. We also hope that our business plan will be accepted.

INTRODUCTION

Name of the company

Name given to our company is Three Layers. We choose this name because the theme for our business is earth. There will be three colour that we choose to describe our theme. There are pink, turquoise and green. Pink show the compasion and love of people. We objectively want to give satisfaction to the customer wants. The product that we want to promote should meet the customer wants and needs. For turquoise colour, we describe it as ocean or something peace. We want the customer to enjoy our variety product of doughnuts. Lastly, green represent the nature flora and fauna. As a new in the business, we wish to promote product that safe to the environment.

Nature of business

Our company is established for food services and satisfy the customer wants. We are specialized in producing, promoting and selling doughnuts. What is special of our business is we are selling new recipe of doughnut. We are the first doughnut shop that promoting chicken doughnut and beef doughnut. Our concept of business is differ from other as we are concern more on what customer wants and needs. We would love to make doughnut on what customer preference.

Industry profile

Our company is categorized as food industry.

Location of the business

Our target market is in Kuching area. For your infomation, our company is located at LG-52, Plaza Merdeka, Pearl Street, 93000, Kuching, Sarawak, Malaysia.

Date of business commencement

Our business will commence on the 1st January 2014 with the capital of RM51,576 where the general manager will contribute RM11,576 while the rest of shareholders only contribute RM10,000 each. Our company also obtain loan from CIMB Bank of RM170,000. Thus, total capital of our business is RM221,576.

LOCATION OF THE BUSINESS

We have chosen Kuching area as our location which is located at LG-52, Plaza Merdeka, Pearl Street, 93000, Kuching, Sarawak, Malaysia. We find that the area is very strategic as it is in the centre of Kuching. In addition, the location of our business is very near to India Street and Waterfront of Kuching.

The business opportunity is big since the area can attract many locals' and tourists which will be easier for us to expand our business. Furthermore, Plaza Merdeka is one of the most Kuching people going to for shopping. Moreover, our shop is located in between with famous outlets (Secret Recipe and KFC). This will increase their curiosity thus attract them to our shop.



The map of Three Layers