



ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN



MAFIA DONUT

PREPARED BY

NO.	NAME	STUDENT ID
1	NUR AISHAH BINTI AZHAR	2021867706
2	NUR DINI BINTI KHALIP	2021479244
3	NUR'AIN KHALILA BINTI ZAINUDDIN	2021493728
4	NURUL IRDINA BINTI MOHAMMAD ZURAIDI	2021205972

PREPARED FOR

LECTURER'S NAME : PN. NOOREZAL ATFYINNA MOHD NAPIAH

SEMESTER : MAC – AUGUST 2022

SUBMISSION DATE : 12 AUGUST 2022

TABLE OF CONTENTS

EXECUTIVE SUMMARY.....	4
1.0 INTRODUCTION.....	5
1.1 Purpose of business plan.....	6
1.2 Partners background.....	7
1.3 Vision and mission.....	12
1.4 Objective.....	12
1.5 Product description.....	13
2.0 MARKETING PLAN.....	18
2.1 target market.....	18
2.2 market size.....	21
2.3 market share.....	22
2.4 sale forecast.....	23
2.5 marketing strategies.....	24
2.6 marketing budget.....	28
3.0 OPERATION PLAN.....	29
3.1 operational layout.....	31
3.2 material planning.....	33
3.3 production planning.....	36
3.4 machine and equipment planning.....	36
3.5 overhead requirement.....	38
3.6 manpower planning.....	38
3.7 business and operation hours.....	39
3.8 operation budget.....	39
3.9 implementation schedule.....	40
4.0 ORGANIZATIONAL PLAN.....	41
4.1 organizational chart.....	42
4.2 administration personel.....	43
4.3 list of office equipments.....	46
4.4 list of office furniture and fittings.....	46
4.5 administrative budget.....	47

EXECUTIVE SUMMARY

Mafia Donut is a manufacturing business based on the partnership of four peoples. A product that we offer and produce is a doughnut that has been modified into a doughnut pizza by adding pizza topping on top of it. This product was planned to be sold at a total price of RM27 per box with a net weight of 400 grams. We planned to open our store at Seksyen 13, Shah Alam, Selangor because our targeted customers were located in Selangor state as this strategic location was also one of the top locations with high social-economic growth. The cost product of 1 box of doughnut pizza is RM 16.20 and we plan to sell 2 units of doughnut pizzas in 1 box where one dough can produce 1 box of doughnut pizza. According to our production plan, 8,104 units are sold per month which means, 312 units are produced per day. The machines and equipment for the production of the doughnut pizza are used to produce the products to meet the demand in the market. Only 5 employees are to be hired to manage the bakery. Operation hours start from 8 a.m. until 7 p.m for production and replenishment of material. The business schedule is from Monday to Sunday from 10 a.m to 6 p.m with Friday off. We started our business with a cash contribution from business partners of RM55,000 and a loan of RM212,768. The budget for the administrative budget is RM47,535. The operating budget is RM154,344 and the marketing budget is RM3,275. After one year of running our business, we recorded good sales that lead to a decent profit with the accumulated amount is RM1,126,240.

1.1 PURPOSE OF THE BUSINESS PLAN

1. As a guideline for managing the business

Proper business planning can literally make or break a new business, so it is wise to take the time to develop a foolproof business plan to maximize the chances of success. Good management can bring the business profit and reputation while poor management can just throw the business out of the competition.

2. To allocate business resources effectively

Small businesses, overall, have limited resources at their disposal. As a result, these resources must be appropriately distributed in order to reduce waste and maximize returns on investment. The Business Plan can assist with resource planning, distribution, and monitoring.

1.3 VISION AND MISION

Business Vision : To be the most profitable partnership business, offering the best doughnut pizza locally.

Business Mission : To offer a unique local product, that can be served and consumed quickly.

1.4 OBJECTIVES

1. To increase customer lifetime value to more than 20% by providing world class customer service to retain customers by June 2023.
2. To increase positive product reviews by receiving more than 200 positive reviews by May 2023.
3. To increase doughnut pizza's production rate by 10% by providing two months of mandatory training for new employees before Hari Raya Aidilfitri festival in 2023.
4. To increase information technology usage from using only one social media to three different social media such as Facebook and Instagram by seeking advertising professional guidance by the end of the month.
5. To reduce employee turnover by 20% by paying competitive salaries or having a team appreciation event before the start of the school holiday in 2023.
6. To increase employee productivity to 20% by giving an extra week of holiday to the best employee of the month before the end of the year.
7. To maintain financial sustainability of the company from any unknown threat or uncertain economic environment by preparing rain check plan throughout the year 2023 and 2024.
8. To increase the profits of the business to RM100 000 by expanding the business to at least three other regions by the year 2025.
9. To increase sales by about 5% and 10% in the second year and in the following year respectively.