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**DIPLOMA IN PUBLIC ADMINISTRATION**

**JUST CAKE CAKE HOUSE**

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**SUBMISSION DATE: 21 APRIL 2009**

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# JUST CAKE CAKE HOUSE

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## 1.0 ACKNOWLEDGEMENT

Firstly, we would like to thank to God for His blessing by giving healthy condition during the period in accomplishing of ETR300's business plan project. With the spirit of esprit de corps and teamwork, we managed to handle this project without any serious problems.

Secondly, we would like thank to Tuan Haji Saudi bin Narani as our ETR 300 lecturer for his never ending cooperation and guidance in assisting us in completing this project paper in spite all the obstacles arises during the process. He had given us ample time, useful advises and tips to finish our business plan in time. Without his guidance and assistant, we will have more difficulties in completing our project paper.

Thirdly, we would like to thank our beloved family for their support and understanding for us and whom had become the source of our financial. Their moral support had made us more determine to complete this business plan. Also thank to anyone and everyone that had given their contribution to finalize this business plan.

Finally, thank to those who had involved directly and indirectly in making this business plan.

# JUST CAKE CAKE HOUSE

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## 1.1 EXECUTIVE SUMMARY

Our company name is **Just Cake Cake House**. The business had been decided in the form of partnership, which consists of six members. Each partner contributes certain amount of capital as stated in our agreement. Our main business activity is manufacturing our product as well as providing services to our clients. We also operate the café which become the place for the customer to dine in and experience the warmth and friendly café concept. The café is also suitable for meeting up with friends and discussion. We have decided that our business will operate from 7.30 am until 9.30 pm everyday except Monday. This business will fully operate on the 5<sup>th</sup> January 2009.

All partners are encourage and entitled to participate in all business management. We have agreed that Nurul 'Ain binti Abu Bakar is the General Manager, Sylvia Nu Indang and Keelly anak Rufus will act as our Marketing Manager, while Viviennie Emie Net will hold the post of Administrative Manager, Norasikin binti Umar as the Operation Manager, and Valarie Aren Mering as our Financial Manager. The selection of General Manager is based on consensus among all the partners and selected based on the experience, skills and ability

The management team will be lead by the General Manager and the other manager will assist her in order to achieve the company's goals. The General Manager is responsible in planning, controlling, leading and organizing the overall activities of the business with the help of respective manager. The Administrative Manager is responsible for all jobs relating to office administration. The Marketing Manager is responsible in preparing the marketing plan, which includes identifying the target market, market size the competitors, determining the market share, developing sales forecast and designing the marketing strategies. The operation of our business is controlled and monitored by the Operation Manager. Apart from that, all workers will be under the supervision of operating manager. This is to ensure that our product meets the standards of each and everyone of our customer and control the effectiveness and productivity of our workers. Finally, the Financial Manager will handle the financial matters such as preparing budgets and financial statement for the expenses of each department. All the financial statement need to be taken care properly by our Finance Manager.

## **1.4 INTRODUCTION TO BUSINESS PLAN**

Just Cake Cake House is a partnership business which ventures and major in the production of traditional cakes and modern cakes as well as providing consultant service and café for our customers. The business consists of five shareholders and all shareholders had agreed as stated in agreement letter which the amount of capital, profit and loss will be divided as stated ratio. We had chosen this kind of business because it shows the equality and no one will be discriminated as the profits and losses are equally divided in the end of the accounting period. In other way, the partnership is a perfect option to be taken because the shareholders will always sharing ideas and knowledge in order to gain profit and achieve high productivity time to time.

## **1.5 NAME OF THE COMPANY**

The name of our company is Just Cake Cake House. We had chosen this name because our main and major is producing cakes, just cakes regardless the size, type, taste as long as it's a cakes. The name itself will eventually give the customers the idea of our product and business.