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MARA

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FAKULTY OF BUSINESS STUDIES (BM119)

FUNDAMENTAL OF ENTREPRENEURSHIP

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GROUP ASSIGNMENT

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EXECUTIVE SUMMARY

The business is based on partnership where it consists of five(5) members which hold important positions in the company such as General/Administration manager, Marketing Manager, Operational Managers and Financial Manager. The business capital is amounted to RMxx,000 where the total contribution of General Manager is RM15,000 and other managers are equal RM12,000 each. The rest RM.. is from RHB Bank's loan. Our business activity is providing food and beveragebased, which is desserts. Our concept is suitable for all community that love to eat dessert. All of us participate in order to achieve the business management.

We decided our General Manager and Administration Manager is Natdra Tulfizat Bin Lamat based on the decision among all partners and selected on experienced,skills, and ability to lead among the partners. Function of General/Administration Manager is responsible to planning, leading, controlling,organizing the business and arranging the remuneration schedule of salary and wages.

Our Marketing Manager is Marxkeiffer Anak Augustine who responsible to create the marketing plan, identifying the customer's need and demand, identifying the compeitors, target market sie and forecast the future market.

For the Operation Managers Fitri Suraya Binti Jasmi and Aini Atikah Binti Abdul Manaf are responsible for the work that related to the operation and will be supervise and coordinate the operation of the business.

Lastly, Financial Manager is Siti Hasmah Binti Abit who handle the financial statement of company such as preparing the budget and financial statement for expenses of each departments and controlling the flow of the money of the organization.

1.1 INTRODUCTION TO THE BUSINESS

The business plan of Cannoli Bites are proposed so that it can be taken under comprehensive manner. This business plan gives opportunity for us to assess the business in the future. We had decided a partnership business which consists of five shareholders.

All shareholders had agreed as stated in the agreement letter which the amount of capital, profit and loss are divided as stated ratio, we had chosen this kind of business as 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 addition, the partnership is perfect option to be taken because the shareholders will always share ideas and knowledge in order to gain more profit and achieve high productivity from time to time.

Name of the business	Cannoli Bites
Nature of business	Partnership
Industry profile	Food and Beverage industry
Business Location	Mukah
Date of commencement	Early July 2017

1.1.1 Name of The Business

As partnership business, we have discussed and decided to name our company as Cannoli Bites. The name represents the famous Italian pastry "Cannoli" which is our major pastry that we focus on. "Bites" means one bite is not enough and we are trying to say that eat more than one bite to taste more of our cannoli. The idea to create up this company is to serve different types of bread and pastry and of course we are focusing on locations where it is hard to find this kind of bread and pastry.

1.1.2 Nature of The Business

We had chosen partnership as the nature of this business. In this business, it consists of General Manager as well as Administration Manager, Marketing Manager, Operation Managers and Financial Manager. Each manager will handle their own work and be responsible and it will lead to work in the right track in doing work to develop this business. There are few reasons why we choose partnership, it is easy to form and only with few formalities. Also the business risks can be reduced and distributed among partners. In case of losses, each partner will share the burden. Other than that, a lot of ideas, talents and skills can be pooled together for better management. With partners, the company can achieve the objectives of the business and manage the business equally.

1.1.3 Industry Profile

The main reason for the establishment of Cannoli Bites is because of the opportunity to make good profits and success in the food and beverage industry that focuses on bread and pastries. This is due to less competition in the Mukah area. In Mukah, this kind of business is still new and only a few shops are open within the area.

Our cafe can be a place where people can hang out with friends and enjoy our urban interior which is good for Instagram posts. Also we are providing Wi-Fi with high speed and you can stream online.