



اَوْنُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

OFFICE MANAGEMENT AND TECHNOLOGY

(BM118)

ENT 300 FUNDAMENTAL OF ENTREPRENEURSHIP

“HAWA CUPCAKES”

PREPARED BY

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PREPARED FOR

Mr. Abang Sulaiman Bin Abang Naim

Partnership Agreement

With reference to the Partner Act 1961, this agreement is lawfully made between the partners of HAWA CUPCAKES. The reason of this partnership agreement is made in order to make sure that all the business operation run accordingly to the schedule and the main objective of the business can be achieved.

It is hereby declared that all partners as mentioned below have witnessed and agreed to accept all terms, conditions and regulations stated as follow:

- This partnership is registered under the name of HAWA CUPCAKES.
- This agreement must be follow by partners with effect from 1st January 2015.
- The main activity of this partnership is providing cupcakes and also makes booking for any events such as birthday party, wedding and graduation day.
- Each partner should have good manner and has faith and be trustworthy between each partner in all business matter.
- Must keep all important information relating to the business confidential from people outside the business organization.
- Must settle all the personal problems without involving the company.
- Dispose any asset or liability such as debts, money, or others owned by the partners.
- This agreement can be changed and dissolve if agreed by all partners under a memorandum signed by all of the partners.
- The profit and losses of the partnership shall be divided by the partners.
- It is also agreed that any action may not fall under this agreement can be taken where action or revised under the partnership 1961.
- The partners have also agreed to accept the position in HAWA CUPCKES enlisted as follow:



EXECUTIVE SUMMARY

Hawa Cupcakes is a new business that operated at Kota Samarahan, Sarawak. It is the first business being managed by the bumiputera. The names of the business come out from the idea by the partnership members. We choose Hawa as our company name because the meaning of the word "Hawa" is really noble and Hawa also presents the strong of the women itself. Besides that, the name is also simple and easy to remember.

Hawa Cupcakes are providing special cupcakes which there are no other business in Kota Samarahan provide this kind of business. Even though, our competitors also did not provide cupcakes which they are only provide a bakery, and other product such as kek lapis. In addition, we also provide a booked for any events such as birthday party, wedding, graduation day, and so on.

Our market potential on this business is also quite extensive because, we think that the customers will more prefer to our product because, based on what we have seen the customer nowadays more preferred to the cupcakes as one of the menu in their events, parties and functions. Since the cupcakes have its own appeals terms of creativity manufacture, the interesting and cute size and also the reasonable price.

We are starting the business with the total amount of capital is RM 60,000. We have five workers in this business that is general manager, marketing manager, operational manager, administration manager, and the last one is financial manager.

Although these new businesses established, but based on ability and effort, we believe and we try that we will return regularly. Therefore, we are able to provide the refund within them, like in the loan of agreement.



INTRODUCTION

Our business, Hawa Cupcakes was developed on 1 January 2015. Hawa Cupcakes was built at Ground Floor, Lot 3799 Desa Ilmu, PH. 11, Kota Samarahan, Kuching Sarawak.

Hawa Cupcakes was established by 5 partnership members that consist only 5 women. The idea for this business when one of partnership members suggested that cupcakes can get awesome responds from customers. Hawa Cupcakes is providing variety of cupcakes and also make a booking for any event such as birthday party, wedding and graduation day. We provide various types of cupcakes for everyone especially the population at Samarahan.

One of the factor we make this business because at Samarahan not yet have a specific like our business. Our competitor only provides a bakery and cakes only different with Hawa Cupcakes.

We have put all effort and also already doing some research on market demand for the products. We also hope that our business, Hawa Cupcakes can run smoothly. For all of our partnership, we hope that we can give all the effort on perform own duties. The most important in this business is we want to make sure that every customer's will satisfy with our products.



INTRODUCTION

Marketing is a social and managerial process by which individual and group obtain what they need a want through creating and exchanging product and value with other. The marketing activities must be well planned in the systematic manner in order it achieve the business goal.

Marketing also defined as the conceptual of the marketing mix that are including price, promotion, product, or services and place. In addition marketing is activities that are carried out systematically to encourage and increase sales of product or services as long as the activities are in line with religious and ethical practices.

MARKETING OBJECTIVE

We have developed certain to objective ensures that marketing department achieves marketing goals:

1. To promote our product to customer
2. To provides the best products to customer
3. To achieves our goal in target market
4. To make different with the other competitors

TARGET MARKET

In general, we defined market as the group of customer that needs and wants that can be satisfied by the business through the supply of good products. On the other hand, target market are customer that really need the product of fulfil needs and wants.

Based in this situation also, our business has seen the opportunity of this market targeted area. Besides that our business wants to make different with other business premises for our product in this market targeted area.

Hawa Cupcakes comes to Samarahan to promote our product and services to customer for people in Samarahan and student of educational institutes nearby. This is because, there is new development area consist residential, educational institutes, and also business premises which is has high population rate.

