

ROTIWAY® ENTERPRISE



BUSINESS PLAN

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Rotiway® Enterprise is a bread supplier company located at Jalan P/2a, Bandar Baru Bangi, 43650 Bangi, Selangor. Since we are located in Bangi, with a dense population of potential consumers, our choice of location is spot on, in addition to Bangi is a more developed urban area. We are a Partnership Business which comprises of our Director, Muhammad Danish Soo Bin Muhammad Ariff Soo and the other managers which uphold great teamwork and goal-achieving spirit in managing the company. Regarding our product, we feel great to present to you our own twist on the local bread loaves which is not available on our competitors, which is the variant of locally-inspired flavours, Shredded Coconut with Gula Melaka and Purple Yam. We are proud of our bread loaves with the locally-infused flavour, suitable for the taste and choice of Malaysians. The target market is focusing on the Bangi population since we are located in Bangi city. The unique flavour of our products are successful in piquing their interest into trying our products. The reason behind setting up this business is mainly to provide fresh locally-produced bread loaves inspired by local flavour to our consumers in Malaysia. Our vision is to become a renown Malaysian bread producing company including the coverage to the East Malaysia by 2030. We choose Bangi as our location is due to Bangi total number of people living there, that is 691,100 people. With this many people, our potential buyer and income is higher due to bread is one of the food that Malaysian families eat almost everyday. After dealing with the financial planning, we realized we need RM 431,617 to make our dream come true. The partners have collectively contribute up to RM 70,000 with existing fixed asset of lorry at RM 91, 888. Both of the contributions has reduced the amount of our loan to RM 269,729 which we loaned with CIMB Bank for 7 years with 5% interest. The expected sales forecast for Year 1, Year 2 and Year 3 are RM 2,351,914.50, RM 2,398,952.79 and 2,446,931.85 respectively after considering the sales forecast for the first 12 months. The projected accumulated net profit for the business for Year 1, Year 2 and Year 3 are RM 164,120, RM 347388 and RM 535, 462 respectively. We hope that with the key management team comprises of Muhammad Danish Soo Bin Muhammad Ariff Soo, Our director, Administration manager, Marketing Manager, Operational Manager, Financial Manager and Human Resource Manager working as a team and also business partners, we can prosper in our business for the coming years to come and achieve our vision and mission together.



2.0 INTRODUCTION

2.1 BUSINESS BACKGROUND

Rotiway® Enterprise is a baked-good supplier company that focuses on the demands of bread consumption in Malaysia while maintaining the freshness and quality of different types of bread loaves to distribute to the consumers. The company is comprised of 6 business partners, all working together to reach the goal of supplying bread to the Malaysia locals according to their demands.

The reason behind the establishment of this company is due to the business opportunity in selling baked goods to the consumers as a substitute to rice for source of carbohydrate. Although rice is a staple food for Malaysians, bread can also be incorporated in their diet especially of younger generations that are more creative to create various recipes from bread and their choice of food which are more diverse. Moreover, we believe that people can also enjoy the health benefits that comes from bread when we add more nutritious ingredients into the recipe, such as dried fruit, oats, and grains while making bread with different flavours especially inspired by the local flavours.

From this recently started company, we aspire to be the top bread supplier in Malaysia including the coverage to East Malaysia, which is different from our competitor that do not have good coverage in East Malaysia. Local ingredients would be standardised in the bread-making process to ensure consistency of our products throughout Malaysia. We want to provide the best experience of enjoying bread with good quality and freshness to capture the hearts of the Malaysians.

The purpose of preparing this business plan is to plan the business resources effectively as the partners are sharing their funds for the capital of this business in the purchase of the machines and equipment, furniture and fittings, inventories, technology, manpower and also the cash flow. As this business would start in small-sized scale, the limited funds must be allocated properly to save costs and minimize waste while maintaining the quality of our product.

