

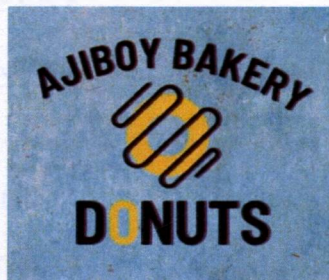


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UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AAND POLICY STUDIES

(AM110)

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)



“AJIBOY BAKERY DONUTS BUSINESS PLAN REPORT”

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15TH JULY 2022

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1.0 EXECUTIVE SUMMARY

Any entrepreneur should have a business plan because it will aid in the success of the company. The company Ajiboy Bakery Donuts is run by a partnership of six people. Members of the organization who occupy crucial positions such as General Manager, Administration Manager, Marketing Manager, Operations Manager, Assistant Operations Manager, and Finance Manager are included on this list.

We make the company Ajiboy Bakery, profitable at all times in this business plan. Aside from that, we examine all critical aspects of the business and collaborate to resolve any issues that arise as a result of this plan. In order to achieve the customer's happiness, the business will also provide professional, sanitary, and attentive service

1.2 PURPOSE OF THE BUSINESS PLAN

A business plan is a document that identifies, describes, and analyses a business opportunity or an existing business, taking into account the potential's technological, economic, and financial feasibility. The business plan, in particular, lays out all of the procedures and methods that will be used to develop the business possibility into a viable and profitable venture.

Having our own business plan, according to Ajiboy Bakery Donuts, will boost the chances of the company growing successfully and profitably. This is because using business planning as a strategy has numerous advantages for every company. The first function of business plans is to allow the business owner to observe and evaluate the company in an objective, critical, and practical manner. This business plan enables the company's management to build a strategy and make more objective, critical, and practical business decisions with ease.

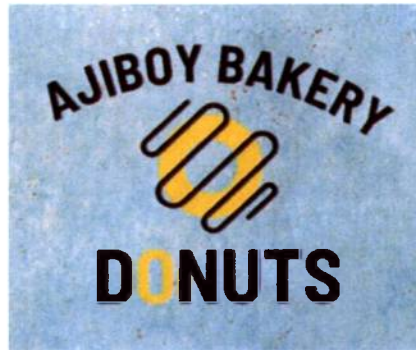
Besides, to analyse and appraise the viability of the proposed company, based on our management's capacity to start, grow, and survive in the market. The target markets, competitiveness, procurement, and the overall financial potential of the company are all elements to consider. They would create a business plan to assist us in determining whether our business is profitable.

Third, to encourage potentially relevant parties to invest in the project, where the business plan could be utilized as a communication tool to persuade possible investors of the investment's viability. This would boost the confidence of possible investors or parties interested in using the business plan to fund their source for our business endeavor. Financial institutions, private or private investors, providers, and governmental bodies are all prospective investors.

The fourth purpose is to properly allocate company resources when we are at a vital point in business planning for the development of our business resources or when we will need them to fulfil certain objectives. Financial resources, company-owned equipment or fixed assets, as well as individuals such as employees and vendors, can all be considered.

Finally, the business plan's ultimate goal is to serve as a roadmap for the firm, displaying the company's goals, vision, missions, and goals, as well as the details of how our organization intends to achieve them. To ensure that the company's finances are steady, the business plan will include guidance such as business planning, marketing strategy, and financial plan.

1.3 BUSINESS BACKGROUND



Name of Business	Ajiboy Bakery Donuts
Business Address	2 nd Floor , The Summer Shopping Mall Sdn Bhd , Jalan Dato Muhd Musa, 94300 Kota Samarahan, Sarawak
E- mail Address	ajiboybakery@gmail.com
WhatsApp	+6 011-51250307
Telephone number	+6 082-3373717
Fax number	+6 082-3373717
Form of the business	Partnership
Main Activity	Selling doughnut
Date of commencement	1 January 2022

1.4 PARTNER BACKGROUND



	GENERAL MANAGER
Name	Muhammad Razif Bin Ali
Permanent address	No.21 Kampung Tnajung Tuang 94300. Kota Samarahan, Sarawak
E-mail address	mrazif21@gmail.com
Telephone number	018-9786859
Date of birth	22 July 2001
Age	21 years old
Academic qualification	Diploma in Public Administration
Course attended	Public Administration
Skills	<ul style="list-style-type: none">• Computer skill• Management skill• Language skill
Experience	Working at Don's Company as administration



ADMINISTRATION MANAGER	
Name	Mohammad Fathul Azim Faisal Bin Abdul Aziz Faisal
Permanent address	No 29, Taman Petronesa 3, Jalan Pustaka,93050, Kuching, Sarawak.
E-mail address	fathulazim20@gmail.com
Telephone number	012-8172225
Date of birth	10 February 2001
Age	21 Years Old
Academic qualification	Diploma in Public Administration
Course attended	Public Administration
Skills	<ul style="list-style-type: none">• Management skills• Computer skills• Communication skills
Experience	Working Taka company as supervisor



GENERAL MANAGER	
Name	Muhammad Shafiz Izhar Bin Zulkifli
Permanent address	No.66 Lorong Melaban 10D, Taman Unipark, Jalan Datuk Mohd Musa 94300 Kota Samarahan, Sarawak
E-mail address	shafizizhar98@gmail.com
Telephone number	+60198574785
Date of birth	21 January 2001
Age	21 years old
Academic qualification	Diploma in Public Administration
Course attended	Public Administration
Skills	<ul style="list-style-type: none">• Communication Skills and Networking• Editing Skills• Planning Skills
Experience	Marketing manager at King Laksa Cafe



OPERATION MANAGER	
Name	Tiffany Menda Ak Julin
Permanent address	Lot274, Jade Garden, Jalan Tun Hussein Onn, Bintulu, Sarawak
E-mail address	Tiffanyjulin18@gmail.com
Telephone number	0148990357
Date of birth	18 April 2001
Age	21 years old
Academic qualification	Diploma in Public Administration and Science Policy
Course attended	Public Administration
Skills	<ul style="list-style-type: none">• Communication skill• Decorating• Baking
Experience	Working as baker assistant at Farley Bakery Bintulu



OPERATION MANAGER

OPERATION MANAGER	
Name	Juliana Anak Ronnie
permanent address	L1 0102 Taman Malihah, Jalan Matang, 93050, Kuching, Sarawak
E-mail address	julianaronnie4@gmail.com
Telephone number	0134436005
Date of birth	11 April 2001
Age	21 years old
Academic qualification	Diploma in Public Administration and Science Policy
Course attended	Public Administration
Skills	<ul style="list-style-type: none">• Communication skill• Decorating• Computer skill
Experience	Working as cashier at Clown Bake store



FINANCIAL MANAGER	
Name	Muhammad Na'im Bin Kamari
Permanent address	No.215, Kampung Haji Baki, I orong 5, Blok B. Jalan Batu Kitang, 93250, Kuching, Sarawak.
E-mail address	muhdnaim0824@gmail.com
Telephone number	+60168558354
Date of birth	24 August 2001
Age	21 years old
Academic qualification	Diploma in Public Administration
Course attended	Public Administration
Skills	<ul style="list-style-type: none">• Computer Skills• Editing Skills• Photography Skills
Experience	Office Clerk Barista

ADMINISTRATION PLAN

2.0 INTRODUCTION TO THE ORGANIZATION

2.0.1 VISION OF THE COMPANY

To satisfy consumer demand for high-quality goods at competitive pricing

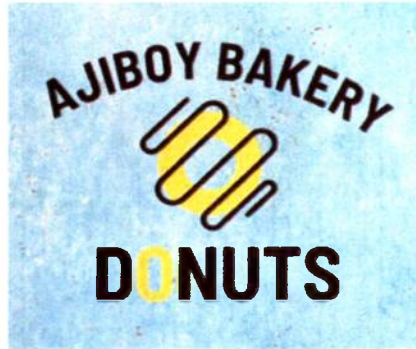
2.0.2 MISSION OF THE COMPANY

1. To make sure the business achieves its goals
2. To produce local products with reasonable prices and high quality.
3. Maintain the highest level of product quality while utilising technology to cut costs and raise service standards.

2.0.3 OBJECTIVE

1. To provide a high-quality, low-cost cake.
2. To meet the tastes and desires of donut lovers.
3. Maintain quality, clean and professional services

2.0 LOGO AND DESCRIPTION



Location: our bakery is located at 2nd floor The Summer Mall, because this area is surrounded by students, school, college and a living residential area.

Logo description:

The name of our logo is our company name. AJIBOY BAKERY DONUTS

The donut at the centre logo refers to the main product that we are selling and produce which is premium donut.

2.1 ORGANIZATIONAL CHART



**GENERAL
MANAGER**
(MUHAMMAD
RAZIF BIN ALI)



**ADMUNISTRAT
ION MANAGER**

(MUHAMMAD
FATHUL AZIM
FAISAL BIN
ABDUL AZIZ
FAISAL)



**MARKETING
MANAGER**

(MUHAMMAD
SHAFIZ IZHAR
BIN ZULKIFLI)



**FINANCIAL
MANAGER**

(MUHAMMAD
NA'IM BIN
KAMARI)



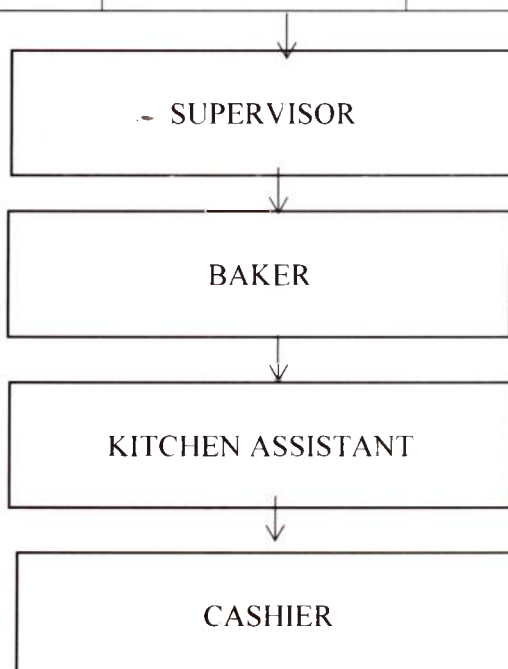
**OPERATION
MANAGER**

(TIFFANY MENDA
AK JULIN)



**OPERATION
MANAGER**

(JULIANA
ANAK RONNIE)



2.2 LIST OF ADMINISTRATION PERSONNEL

POSITION	NO. OF PERSONEL
General Manager	1
Administration Manager	1
Financial Manager	1

Table 2.2: Position and Number of Administration Personnel

2.3. SCHEDULE OF TASKS AND RESPONSIBILITIES

POSITION	TASKS AND RESPONSIBILITY
Supervisor	<ul style="list-style-type: none"> ● To ensure safety and hygiene in the workplace. ● Creating and managing team schedules. ● Managing workflow.
Baker	<ul style="list-style-type: none"> ● Produce a variety of ideas for new product. ● Able to decorates baked goods. ● Monitoring the bakery machinery equipment.
Kitchen Assistant	<ul style="list-style-type: none"> ● Storing food products safely. ● Maintaining cleanliness in every workstation. ● Prepare all the ingredients needed.
Cashier	<ul style="list-style-type: none"> ● Serve the customers. ● Collecting all the payments whether in cash or credit card. ● Scan the price and issued receipts.
SALARY FINANCIAL	<ul style="list-style-type: none"> ● Providing advice in making financial decisions ● Making financial forecasts ● Budgeting company financial

<p style="text-align: center;">MARKETING</p>	<ul style="list-style-type: none"> • social media management and observation. • Handling market and customer research • Conducting campaign management for marketing initiatives.
<p style="text-align: center;">GENERAL ADMIN</p>	<ul style="list-style-type: none"> • Dealing with email enquiries • Data entry
<p style="text-align: center;">ADMINISTRATION MANAGER</p>	<ul style="list-style-type: none"> • Organize and manage additional office tasks (recycling, renovations, event planning etc.) • Manage schedules and deadlines

Table 2.3: Schedule of Administration Task and Responsibilities

2.4 SCHEDULE OF REMNERATION

POSITION	NO. OF STAFF REQUIRED	SALARY/MONTH (RM) (A)	EPF 9 % (RM) (B)	SOSCO (RM) (C)	TOTAL (RM) (A) + (B) + (C)
OPERATION MANAGER	2	2,600.00	234.00	59.60	5,787.20
SUPERVISOR	1	1,800.00	162.00	41.60	2,003.60
SALARY FINANCIAL	1	2,900.00	261.00	66.40	3,227.40
BAKER	1	1,300.00	117.00	30.40	1,447.40
KITCHEN STAFF	2	1,300.00	117.00	30.40	2,894.80
CASHIER	1	1,300.00	117.00	30.40	1,447.40
MARKETING	1	2,900.00	261.00	66.40	3,227.40
GENERAL ADMIN	1	2,900.00	261.00	66.40	3,227.40
ADMINISTRATION MANAGER	1	2,900.00	261.00	66.40	3,227.40
TOTAL	11	19,900.00	1791.00	458.00	26,490

Table 2.4: Schedule of remuneration

2.6 OFFICE EQUIPMENT AND SUPPLIES

2.6.1 List of Furniture and Fittings

TYPE	QUANTITY	PRICE UNIT (RM)	TOTAL AMOUNT (RM)
OFFICE TABLE	3	115.00	345.00
OFFICE CHAIR	3	80.00	240.00
FILE CABINET	3	150.00	450.00
WHITE BOARD	1	150.00	150.00
COFFEE TABLE	1	120.00	120.00
3-SEATER SOFA	1	280.00	280.00
CABINET	3	1,100.00	3,300.00
DUSTBIN	2	30.00	60.00
AIR CONDITIONER	2	1,600.00	3,200.00
FIRE EXTINGUISHER	1	120.00	120.00
COMPUTER	2	3,400.00	6,800.00
TOTAL			RM 15,065

Table 2.6.1: List Of Furniture and Fittings

2.6.2 List of Stationaries

TYPE	QUANTITY	PRICE UNIT (RM)	TOTAL AMOUNT (RM)
PENS	15	1.00	15.00
NOTEBOOKS	5	5.00	25.00
STAPLER	2	3.00	6.00
SCISSORS	2	2.00	4.00
PENCILS	10	0.80	8.00
ERASER	3	0.50	1.50
GLUE	2	1.20	2.40
INK PRINTER	4	10.00	40.00
CALCULATOR	2	12.00	24.00
REAM OF A4 PAPERS	4	10.00	40.00
PAPER CLIP IN BOX	2	1.50	3.00
TOTAL			RM 168.90

Table 2.6.2: List of Stationaries

2.7 ADMINISTRATION BUDGET

ITEMS	FIXED ASSET (RM)	MONTHLY EXPENSES (RM)	OTHER EXPENSES (RM)
FURNITURE & FITTINGS	15,065.00		
SALARY		9,682.20	
STATIONARIES			168.90
BUSINESS LICENSES/PERMIT			800.00
BUSINESS REGISTRATION			90.00
TOTAL	15,065.00	9,682.20	1,058.9

Table 2.7: Administration Budget

MARKETING PLAN

3.0 INTRODUCTION

The activities that a corporation engages in to promote the purchase or sale of a product or service are referred to as marketing. Marketing includes everything from advertising to selling to delivering things to customers or other firms. Affiliates help a corporation sell its products.

A marketing plan is a document that defines a company's advertising strategy for generating leads and reaching out to its target market. On the other hand, a marketing plan helps us to promote items and services in your firm that fit the needs of your target market. It takes time, effort, and attention, but it is a highly beneficial process that can greatly benefit our company. In order to achieve our company's mission and vision, we create our own marketing goals.

3.1 OBJECTIVES

- To provide high-quality, low-cost donut.
- To provide professional, hygienic, and attentive service.
- To retain the existing customers and to bring in new ones

3.2 PRODUCT OR SERVICE DESCRIPTION

- This is done to make the availability of the items or services to the targeted customers very clear.

3.2.1 PROPOSED PRODUCTS

- Seven flavours of donut

3.2.2 BRAND

- Ajiboy Bakery

3.2.3 SELLING PRICE

- RM15.00 (per box)

3.2.4 PRODUCT UNIQUENESS

- Ajiboy bakery's donut with various toppings are available for purchase. To offer a different flavour, we added blueberry.

3.3 TARGET MARKET

The target market refers to the end client to whom a company wishes to sell its products. Target marketing entails segmenting the market and developing marketing strategies for each segment in order to increase market share. It would be problematic if the company did not understand its target market, because targeting the incorrect market could result in major financial and time losses.

The target market are as follows:

1. Fruit and sweet donut lover

The reason for approaching these people, regardless of gender or age, is that our donut with various of flavours can satisfy their sweet tooth and it will most likely provide them with the satisfaction of donut.

2. Student

There are many institutes such as UiTM, UNIMAS, and IPGTAR in Samarahan division. Therefore, this can entice them to try the donuts we sell to boost our sales every month. Moreover, we will provide the best service and make sure the quality of the donuts is in good condition and freshly baked so that it can satisfy our customers

3. Family

For their children, parents will only choose the greatest possibilities. Parents will be assured that our donut is created with high-quality ingredients and are suitable for family eating.

3.4 MARKET SIZE

The maximum total number of sales or clients that our company can see in a particular year is referred to as market size. Knowing the potential market size before launching a new product line or line of business will help us decide whether it is a good investment of our time and money. Therefore, the Table 3.4 below shows the market size for our business.

ITEMS	CALCULATION
Population of people living in Samarahan (Statistic obtained from www.citypopulation.de.samarahan)	128,200 peoples
Percentage Target Market	20% of Samarahan population
Average spending per month	RM40 per month
Total target market	$128,200 \times 20\% = 25,640$ peoples
Potential sales per month for 20% of Samarahan population	$25,640 \text{ peoples} \times \text{RM}40 =$ RM1,025,600.00
Total sales per year	$\text{RM}1,025,600.00 \times 12 =$ RM12,307,200.00

Table 3.4: Market Size

3.5 COMPETITORS

Competitors are companies that provide the same or similar goods and services to your customers. Therefore, our competitors are Secret Recipe, Taka Patisserie, and JoJo Bakery.

Competitors	Strength	Weakness
Secret Recipe	<ul style="list-style-type: none"> • Well known among Samarahan citizens • Various Menu • High quality products 	<ul style="list-style-type: none"> • High price • Inconsistent quality of service
Taka Patisserie	<ul style="list-style-type: none"> • Skilled Staff • Product quality and consistency 	<ul style="list-style-type: none"> • Too crowded
JoJo Bakery	<ul style="list-style-type: none"> • Social media marketing efforts • Separate menu for kids 	<ul style="list-style-type: none"> • The service is slow • New in market

Table 3.5 Analysis of Competitors

3.5.1 ANALYSIS OF OPPURTUNITY AND THREATS

Opportunity	Threats
<ul style="list-style-type: none">• Products Expansion• Product quality and consistency• Social media marketing efforts	<ul style="list-style-type: none">• Stiff competition from competitors offering similar products• People moving towards health food products• Change in price of raw materials

Table 3.5.1 Analysis of Opportunity and Threats

3.6 MARKET SHARE

A company's market share is the percentage of total sales generated by a market or industry over a specified time. The table below show how market share is divided before and after our company enters the market.

NO.	Bakery	Before		After	
		Market Share (%)	Yearly Sales (RM)	Market Share (%)	Yearly Sales (RM)
1.	Secret Recipe	50	6,153,600.00	40	4,922,880.00
2.	Taka Patisserie	25	3,076,800.00	20	2,461,440.00
3.	JoJo Bakery	25	3,076,800.00	20	2,461,440.00
4.	Ajiboy Bakery	-	-	20	2,461,440.00
TOTAL		100	12,307,200.00	100	12,307,200.00

Table 3.6 Market Share Before and After

3.7 SALE FORECAST

Sale forecast is the process of predicting future sales and is an essential component of any business plan, which you must create if you're starting a new venture or making significant changes to an existing one.

The table below show the monthly and yearly sale forecast of our business.

MONTHLY SALE FORECAST

MONTH	SALES (RM)
January	205,120.00
February	205,120.00
March	205,120.00
April	205,120.00
May	205,120.00
June	205,120.00
July	205,120.00
August	205,120.00
September	205,120.00
October	205,120.00
November	205,120.00
December	205,120.00
TOTAL	2,461,440.00

Table 3.7 Monthly Sale Forecast

3.7.2 YEARLY SALE FORECAST FOR AJIBOY BAKERY

Year	Percentage Increase (%)	Sale Forecast (RM)
2022	-	2,461,440.00
2023	10	2,707,584.00
2024	15	3,113,721.00

2023

$$\begin{aligned} (\text{RM}2,461,440.00 \times 10\%) + \text{RM}2,461,440.00 &= \text{RM}246,144.00 + \text{RM}2,461,440.00 \\ &= \text{RM}2,707,584.00 \end{aligned}$$

2024

$$\begin{aligned} (\text{RM}2,707,584.00 \times 15\%) + \text{RM}2,707,584.00 &= \text{RM}406,137.60 + \text{RM}2,707,584.00 \\ &= \text{RM}3,113,721.60 \end{aligned}$$

3.8 MARKETING STRATEGY

A company's entire game plan for reaching out to potential customers and converting them into customers of their products or services is called a marketing strategy. The company's value proposition, core brand message, statistics on target customer demographics, and other high-level elements are all part of a marketing plan.

Product (or service) strategy

We concentrated on providing high-quality products and services to our target clients. It is our obligation to ensure that a customer has a positive experience with us once they enter our store. Behind the counter, product offerings and prices are clearly presented, and employees are trained on the items and processes involved in each so that they can answer all consumer questions. The Ajiboy Bakery donuts sold is created on a daily basis to ensure optimal freshness.

Price strategy

The price of Ajiboy Bakery's donut is RM15 per box. We will ensure that our items are of great quality and priced reasonably so that our clients can enjoy high-quality products at the lowest feasible cost.

Place (or distribution strategy)

The strategic location for Ajiboy Bakery Donuts is at 2nd floor, The Summer Shopping Mall which is located at Kota Samarahan. The place that we have chosen is strategic and it is student's attractions from various of institutions. In addition, this region is surrounded by offices and residential areas, which may draw more customers.

Promotion strategy

To promote our items, we would use social media platforms such as Facebook, WhatsApp, Instagram, and Tiktok. We will post the types of products we sell, as well as any activities such as promotions and deals, to social platforms in order to persuade

our target market to visit our donut. On all of these social media platforms, we can engage with our target market via private messages. Aside from that, we have a special deal for birthday gifts, with free delivery to the customer and a membership fee of RM10, with the option to enter a fortunate draw by filling up the points on their membership card. This is so that we may express our gratitude to our loyal consumers for their ongoing purchases of our products.

3.9 MARKETING BUDGET

The table below is the marketing budget for our business.

TYPE	FIXED ASSET COST (RM)	MONTHLY EXPENSES	OTHER EXPENSES (RM)	TOTAL (RM)
<u>Capital Expenditure/Fixed Asset:</u> <ul style="list-style-type: none"> • Signboard 	1,000.00			1,000.00
<u>Working Capital/ Monthly Expenses:</u> <ul style="list-style-type: none"> • Marketing Salary + EPF+ SOCSO (if any) • Promotional Expenses (per year) 		2,945.60 500.00		3,445.60
<u>Other Expenses</u> <ul style="list-style-type: none"> • Opening ceremony and sales promo 			3,500.00	3,500.00
TOTAL MARKETING BUDGET				7,945.00

Table 3.9 Marketing Budget

OPERATION PLAN

4.0 OPERATION PLAN

The operation plan is one of the most important factors to take into accounts when starting a new business. Like other businesses, we want to make sure that our services and products are of the best quality and can meet customer expectations. We've therefore created a thorough operation plan to ensure that our business runs smoothly and achieves its goals.

THE OBJECTIVES OF OUR OPERATIONAL PLAN ARE AS FOLLOWS:

- I. Ensure that the operational systems of the business are in good working condition in order to offer the customers high-quality goods and services.
- II. Boost customer satisfaction by meeting or exceeding expectations for high-quality products and quality products and services from customers.
- III. Assure the consistency of our goods and services.
- IV. To guarantee that the skill level of our offerings meets our standards

4.1 PROCESS PLANNING

Conventional Symbol



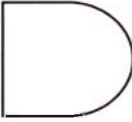
Symbol	Activity	Description
	Operation	Activity that modifies, transform or gives added value to the input.
	Inspection	Activity that measures the standard or quality.
	Delay	Process is delayed because in the process material are waiting for next activity.

Table 4.1 Process Planning

4.2 OPERATION PROCESS

4.2.1. FLOWCHART FOR PRODUCTION OF AJIBOY BAKERY DONUTS

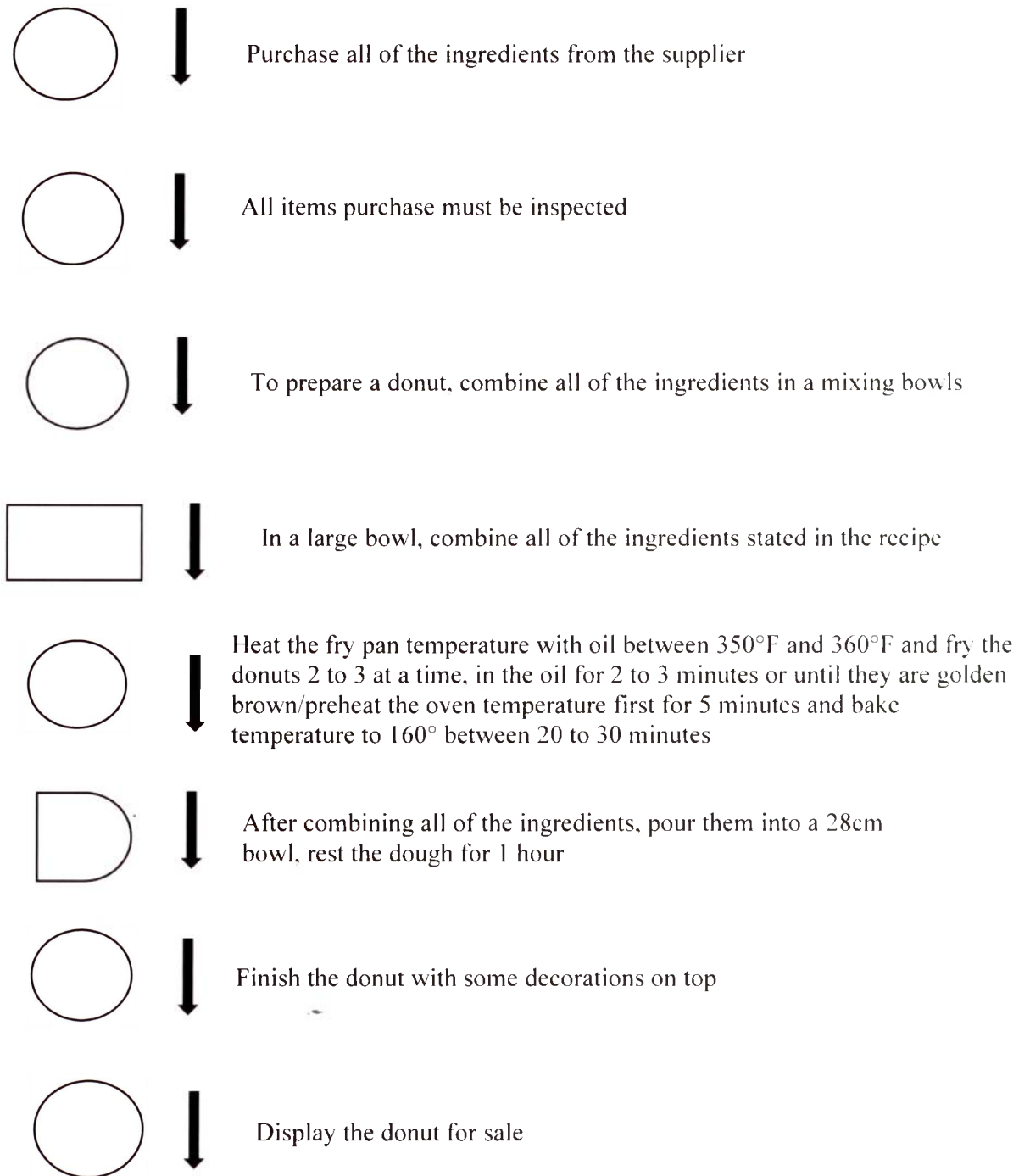


Figure 4.2.2 Flowchart for Production of AJIBOY BAKERY DONUTS

4.2.2 Daily Activity Chart for Customer Services at AJIBOY BAKERY DONUTS

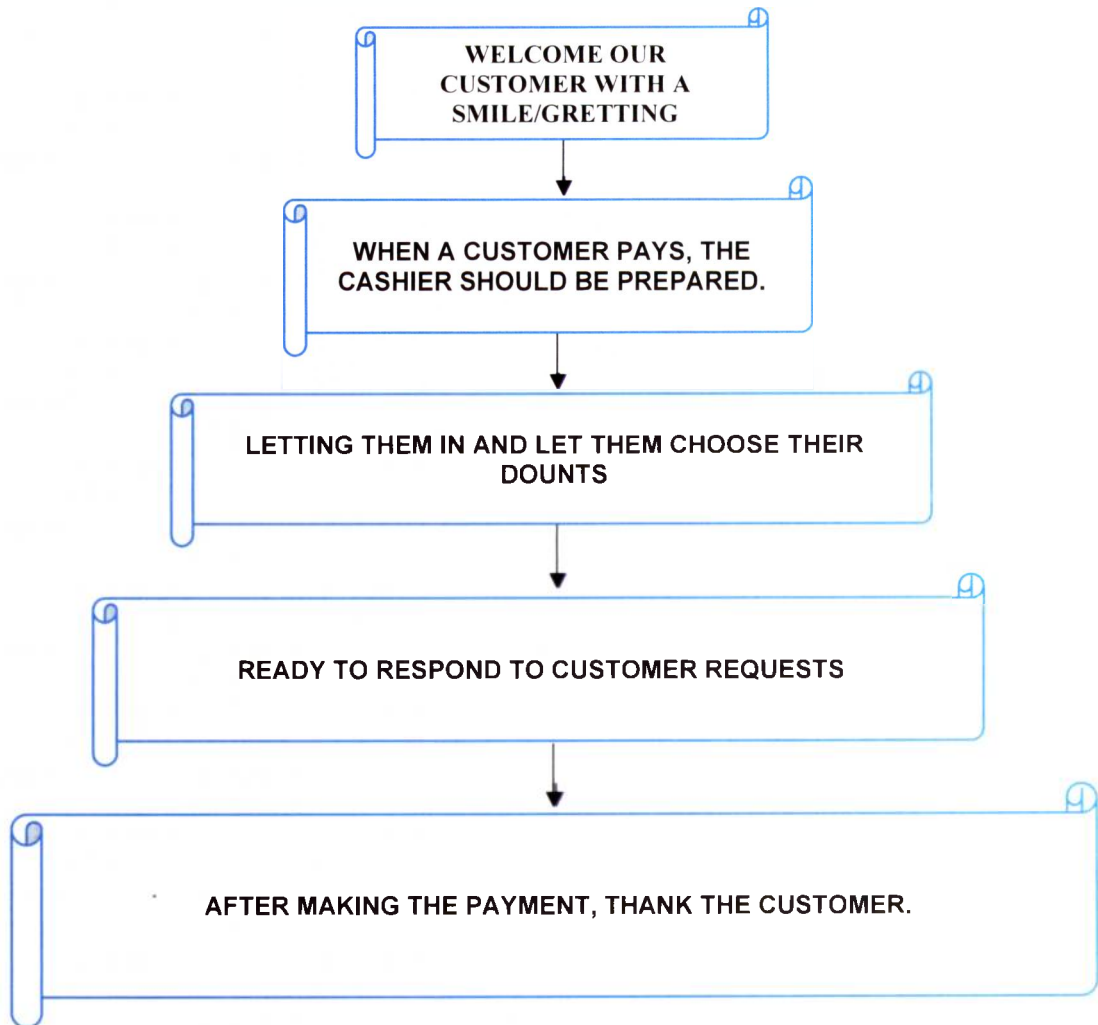
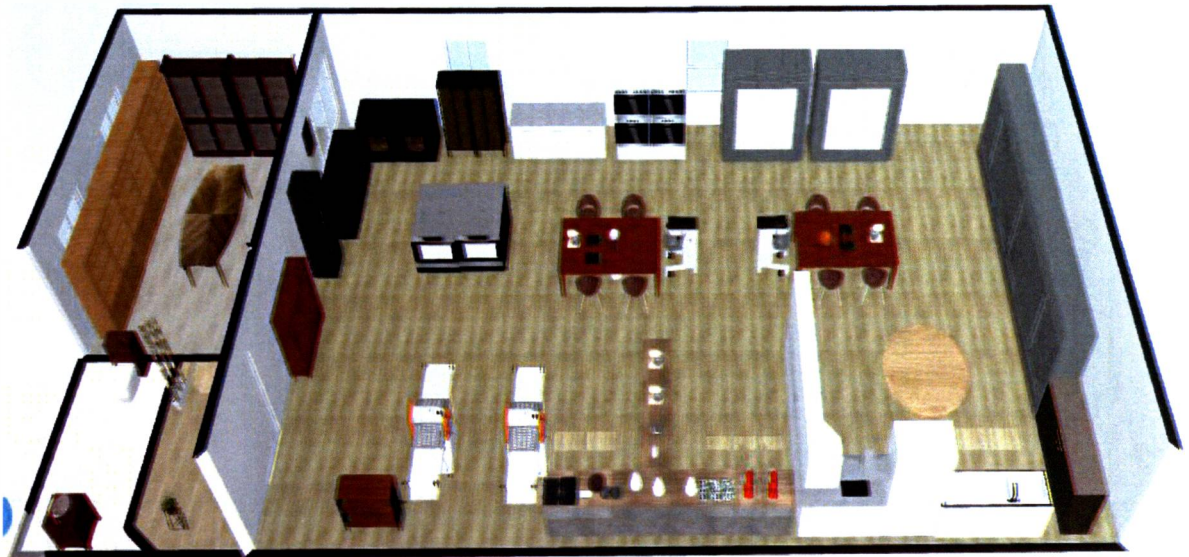
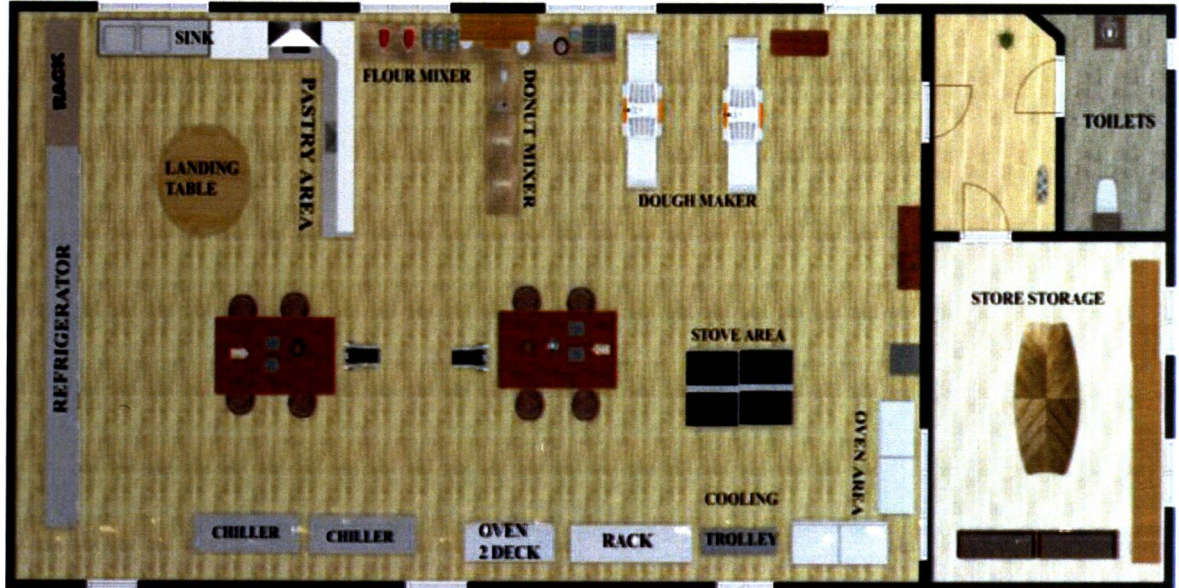


Figure 4.2.1 Daily Activity Chart

4.3 OPERATION LAYOUT PLAN

BAKERY KITCHEN FLOOR PLAN



BAKERY SERVING FLOOR PLAN



Figure 4.3 Operation Layout Plan

4.4. PRODUCTION PLANNING FOR AJIBOY BAKERY

Calculation for Output per Day

Average Sales Forecast Per Month	= RM 205,120.00
Price per Unit (per box/6pcs)	= RM15.00
Number of Output per Month	= RM 205,120.00/RM15.00
	= 13,674 units

If the number of working days per months are 26 days, the amount of output to be produced per day are:

$$= 13,674 \text{ units} / 26 \text{ days}$$

$$= 526 \text{ units per day}$$

4.5 MATERIALS PLANNING

No.	MATERIALS	QUANTITY	PRICE PER UNIT (RM)	TOTAL (RM)
1.	Hand Wash Gel	3	RM6.89	RM20.67
2.	Hand Dryer	2	RM198.00	RM396.00
3.	Dustbin	2	RM3.90	RM7.80
4.	Mops	5	RM5.90	RM29.50
5.	Toilet Tissue Paper	5	RM4.90	RM24.50
6.	Measuring cups	2	RM5.60	RM11.20
7.	Mixing Bowl	4	RM8.20	RM32.80
8.	Kitchen Towel	10	RM2.00	RM20.00
9.	First Aid Kit	2	RM25.60	RM51.20
10.	Fire Extinguisher	1	RM95.00	RM95.00
11.	Broomstick and Dustpan (Set)	1	RM19.90	RM19.90
12.	Baking paper (20m)	5	RM 18.90	RM 94.50
13.	TOTAL			RM 803.07

4.5.1 RAW MATERIALS REQUIRED PER MONTH FOR DONUTS

No.	Material	Qty	Safety stock	Total material	Price/unit (RM)	Total price (RM)
1.	First-grade flour	150	50	200	RM 31.50	RM6300
2.	High-protein flour	32	28	60	RM 13.40	RM804
3.	Superfine flour	60	10	65	RM 4.3	RM280
4.	Milk (full cream)	75	5	80	RM 16.50	RM1320
5.	Milk powder	4	1	5	RM 450.43	RM2252.15
6.	Condensed milk	68	32	100	RM 4.99	RM499
7.	Baking powder	31	9	40	RM 3.20	RM128
8.	Sugar	30	30	60	RM 3.00	RM180
9.	Butter	156	44	200	RM 18.50	R3700
10.	Egg	120	80	200	RM 10.90	RM2180
11.	Salt	15	5	20	RM 2.50	RM50
12.	Dry-yeast	40	60	100	RM 15.00	RM1500
13.	Cooking oil	250	5	255	RM 4.00	RM1020
14.	Ovalette	77	23	100	RM 15.50	RM1550
15.	Chicken floss	72	8	80	RM 47.00	RM3760
16.	Cashew nut	2	0	2	RM 715.00	RM1430
17.	Whipped cream	46	54	100	RM 18.00	RM1800

18.	Cream Cheese	50	8	58	RM 35.34	RM2085.06
19.	Food coloring	2	3	5	RM 52.00	RM260
20.	Cream caramel	58	42	100	RM 29.50	RM2950
21.	Cooking chocolate	170	30	200	RM 30.00	RM6000
22.	Strawberry chocolate	80	0	80	RM 21.50	RM1720
23.	White chocolate	50	0	50	RM 21.50	RM1075
24.	Chocolate chip	40	0	40	RM 12.00	RM480
25.	White chip	40	5	30	RM12. 00	RM360
26.	Chocolate rice	70	5	75	RM 22.00	RM1650
27.	Rainbow rice	67	13	80	RM 21.90	RM1752
28.	Strawberry jam	45	5	50	RM 38.00	RM1900
29.	Pineapple jam	40	10	50	RM 28.90	RM1445
30.	Blueberry jam	45	5	50	RM 17.00	RM850
31.	TOTAL	1,970	570	2,535	RM17,115.36	RM51,280

Table 4.5.2: Raw Materials Required per month for AJIBOY BAKERY

Total raw materials per month = RM 51,280

4.5.3 LIST OF SUPPLIERS

No.	List of materials	Suppliers	Address
1.	Packaging Item	DOMES MARKETING SDN BHD - PRODUCT & PACKAGING	6, JLN SR 3/6, TAMAN SERDANG RAYA. 43300 SERI KEMBANGAN, SELANGOR
2.	Ingredients	UNACO	UNACO SUPERMARKET KOTA SAMARAHAN, SARAWAK
3.	Equipment	KEDEY AYA	LORONG 22, 94300 KOTA SAMARAHAN, SARAWAK
4.	Ingredients	EMART	G1, THE SUMMER MALL, JLN DATUK MOHAMMAD MUSA, 94300 KOTA SAMARAHAN, SARAWAK

Table 4.5.3: List of Suppliers

4.5.4 MACHINE AND EQUIPMENT REQUISITION

No.	Machine	Quantity	Price/Unit (RM)	Total Price (RM)
1.	Bakery Primehub YXD40C – (Double layer) – electric oven	2	3,950.00	7,900.00
2.	AEC Universal stand mixer/food mixer	2	1,320.00	2,640.00
3.	The baker Primehub MT-300 (dough maker)	2	2,580.00	5,160.00
4.	Orimas donut mixer/flour mixer	3	1,680.00	5,040.00
5.	MIDEA MSC-316 310L1 – Door chiller black	2	1,188.00	2,376.00
6.	Bakery 15tier stainless steel cooling trolley	2	450.00	900.00
7.	LG Refrigerator	3	1,219.00	3,657.00
8.	Tables	10	50.00	500.00
9.	Chair	10	22.00	220.00
10.	Bread cabinet shelf	2	1,055.12	2,110.24
	TOTAL (RM)			RM 30,503.24

No.	Equipment Requisition	Quantity	Price/Unit (RM)	Total Price (RM)
1.	Apron	7	2.50	17.50
2.	Pair glove bakery	7	30.00	210.00
3.	Baker uniform + hat	1	20.00	20.00
4.	Knife set	2	159.00	318.00
5.	Bigspoon Bakecraft 12 Cup	10	30.00	300.00
6.	Bakecraft Rolling Pan	3	28.02	84.06
7.	Prado stainless steel weight scale (3kg)	2	50.00	100.00
8.	Nordic ware measuring cups & spoon	2	63.00	126.00
9.	Silicone cooking/baking brush & spatula set	10	8.90	89.00
10.	6pcs non-stick bakeware set baking pan	4	76.77	307.08
11.	Dishes set	2	679.00	1,358.00
12.	Twin dolphin (multipurpose plastic)	8	11.49	91.92
13.	SR Bakery non-stick rectangle bake tray	5	21.90	109.50
14.	Donut pan WK9224 (12cups)	10	92.00	920.00
15.	Air fryer paper – 100pcs	5	9.90	49.50
16.	Exhaust fan	2	82.00	164.00
17.	Dough cutter	4	12.00	48.00
18.	Donut turntable set with number_ 137pcs set Korean style	2	142.12	284.24
19.	Stick bamboo (100pcs)	2	10.70	21.40
20.	Donut box (6pcs)	2boxes (1box/500pcs)	69.00	138.00
TOTAL				RM 4,756.20

Table 4.5.4: Machine and Equipment Requisition

4.6. LIST OF OPERATIONS PERSONNEL

Position	No. of personnel
Operation Manager	2
Supervisor	1
Store assistant	2
Baker	1
Kitchen assistant	2
Cashier	1
TOTAL	9

Table 4.6: List of Operation Personnel

4.6.1 LIST OF TASK AND RESPONSIBILITY

POSITION	TASKS AND RESPONSIBILITY
OPERATION MANAGER	<ul style="list-style-type: none"> • Make sure all operations are conducted in an appropriate, economical manner. • Enhance operational management procedures, methods, and standards. • Purchase supplies, make inventory plans, and monitor warehouse effectiveness • Create operational and strategic goals. • Analyze financial information and apply it to increase profitability. • Manage forecasts and budgets • Execute quality checks and keep an eye on production KPIs • Look for ways to improve the level of customer service
SUPERVISOR	<ul style="list-style-type: none"> • To ensure the kitchen’s safety, organization and hygienic environment. • Organizing the storage, inventory and distribution materials and supplies. • Oversee the donut preparation and process. • Train, supervise and monitor kitchen. Employees such as assistant and bakers • Monitor inventory levels and handle weekly inventory assessment
BAKER	<ul style="list-style-type: none"> • In charge prepare and bake a wide variety of goods like donuts • Able to think creatively in creates and design the donuts to make sure the food presentation be fantastic. • Monitoring the oven temperature, humidity and baking times.

<p style="text-align: center;">KITCHEN ASSISTANT</p>	<ul style="list-style-type: none"> • Help the bakers by measuring and weighing ingredients and preparations. • Properly clean all the raw materials used to establish standards of hygiene. • Prepare all the ingredients needed. • Washing and appropriately storing all the baking appliances, utensils and more.
<p style="text-align: center;">CASHIER</p>	<ul style="list-style-type: none"> • Greeting and serve the customers. • Resolves customers' issues and questions. • Responsibilities in collecting all the payments even either in cash or credit card. • Scan the price and ensure it is accurate. • Displaying the donuts at the glass donuts showcase.
<p style="text-align: center;">STORE ASSISTANT</p>	<ul style="list-style-type: none"> • Keeping the store fully stocked • Interacting with customers and identifying their needs and preferences • Operating cash registers and point-of-sale machines • Receiving and verifying the quality and quantity of new shipments • Enforcing in-store security and health and safety procedures and regulation

Table 4.6.1: List of Operations Personnel

4.6.2 SCHEDULE OF REMUNERATION

NO.	POSITION	NO. OF STAFF REQUIRED	SALARY/MONTH (RM)	EPF 9% (RM)	SOSCO (RM)	TOTAL (RM)
1.	OPERATION MANAGER	2	2,600.00	234.00	59.60	5,787.20
2.	SUPERVISOR	1	1,800.00	162.00	41.60	2,003.60
3.	STORE ASSISTANT	2	1,300.00	117.00	30.40	2,894.80
4.	BAKER	1	1,300.00	117.00	30.40	1,447.40
5.	KITCHEN STAFF	2	1,300.00	117.00	30.40	2,892.80
6.	CASHIER	1	1,300.00	117.00	30.40	1,447.40
	TOTAL	9	TOTAL			RM 16,473.20

Table 4.6.2: Schedule of Remuneration

4.7 OVERHEAD REQUIREMENT

NO.	ITEM	COST (RM) / MONTH
1.	Utilities	RM1,800.00
2.	Maintenance	RM2,500.00
3.	Rental	RM2,500.00

Table 4.7: Overhead Requirement

4.8 LOCATION

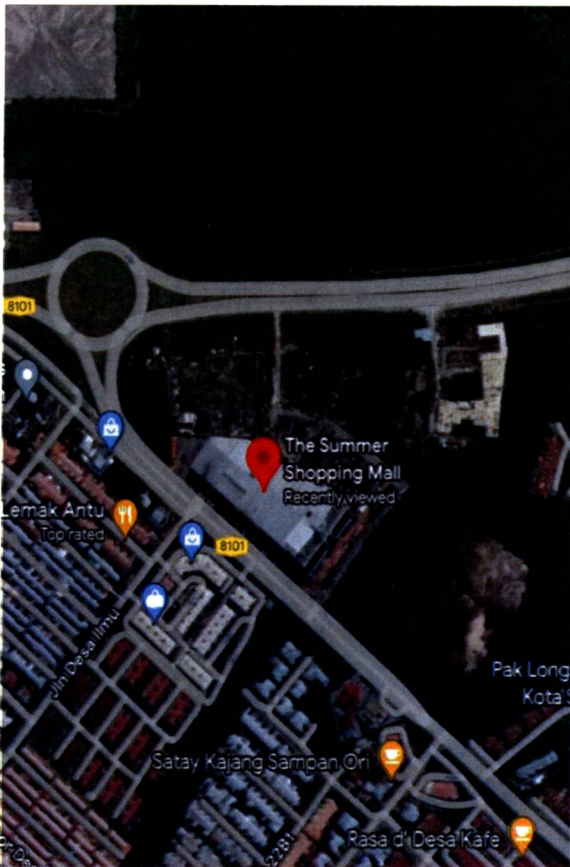


Figure 4.8.1: Location of AJIBOY BAKERY



Figure 4.8.2: AJIBOY BAKERY Building

Our bakery location at 2nd floor The Summer Mall, Jalan Dato Muhd Musa, 94300, Kota Samarahan, Sarawak. We picked the location because it is one of the strategic places in the summer mall, and it is not a hidden place, which means that anyone walking in the area will be stimulated to stop by our shop and check it out. Students and visitors to the area frequently comprise our target market.

4.9 BUSINESS AND OPERATION HOURS

Six days a week, from Tuesday to Sunday, AJIBOY BAKERY is open. Our bakery didn't work on Mondays, so if there is a Time Square event on that day, we won't close and will remain open.

4.9.1 BUSINESS HOURS

DAYS	HOURS
Tuesday – Sunday	9:00 A.M – 8:00 P.M
Monday	Close

Table 4.9.1: Business Hours

4.9.2 OPERATION HOURS

DAYS	HOURS
Tuesday – Sunday	7:30 A.M – 6:00 P.M
Monday	Close

Table 4.9.2: Operation Hours

4.10 LICENSE, PERMITS AND REGULATION REQUIRES

NO.	ITEM	TYPE	REMARK
1.	Business License	License	Suruhanjaya Syarikat Malaysia (SSM)
2.	Halal Certification	Regulation	Jabatan Kemajuan Islam Malaysia (JAKIM)
3.	License for Signboard	License	Dewan Bandaraya Kuching Utara (DBKU)
4.	Employee Provide Fund (EPF)	Regulation	Pertubuhan Keselamatan Sosial (PERKESO)
5.	Social Security Organization (SOSCO)	Regulation	Pertubuhan Keselamatan Sosial (PERKESO)
6.	Typhoid Injection	Regulation	Ministry of Health

Table 4.10: License, Permits and Regulation Required

4.11 OPERATION BUDGET

ITEM	FIXED ASSET (RM)	MONTHLY EXPENSES (RM)	OTHER EXPENSES (RM)
Machine and Equipment	35,259.44		
Raw Materials		51,280.00	
Wages + EPF + SOSCO		16,473.20	
Utilities		1,800.00	
Shop Rent		2,500.00	
Rent Deposit			5,500.00
Utilities Deposit			3,000.00
TOTAL	RM 35,259.44	RM 72,053.20	RM 8,500.00

Table 4.10: Operation Budget

FINANCIAL PLAN

5.0 INTRODUCTION

A financial plan is created by combining the financial information from the operational, marketing, production (or operations), and administrative budgets. The financial information from the operational budgets is then converted into a financial budget. Based on the financial information, the following pro forma statements were made: cash flow, income (or profit and loss) statement, and balance sheet. The overall business plan for a firm or project should include a financial strategy. Its importance may be summed up as the following: calculating the investment amount, locating and suggesting appropriate funding sources, ensuring that the initial capital is appropriate, and utilising it as a benchmark for project implementation.

5.1 OBJECTIVE

- 1) To figure out how much money to invest
- 2) To calculate the company's earning
- 3) To discover daily, weekly, monthly, and yearly sales
- 4) To plan properly for expenditures in order to prevent wasting raw materials
- 5) To make sure that the initial funding is adequate
- 6) To assess the project's viability before making a financial commitment
- 7) To be utilised as a blueprint to implement the project

5.2 PROJECT IMPLEMENTATION COST

Project Implementation Cost		Sources of Finance			
Requirements	Cost	Loan	Hire-Purchase	Own Contribution	
				Cash	Existing F. Assets
Fixed Assets					
Land & Building					
Furniture and Fittings	15,065	15,065			
SIGNAGE	5,000	5,000			
Office Equipment	8,926	8,926			
Working Capital 6 months					
Administrative	58,092	58,092			
Marketing	15,000	15,000			
Operations	447,331	447,331			
Pre-Operations & Other Expenditure	8,500	8,500			
Contingencies					
TOTAL	557,914	557,914			

Table 5.2: Project Implementation Cost

We use loan as a form of finance for fixed assets. The total of land and building, furniture and fittings is RM15,065.00. Next, the total cost of SIGNAGE is RM5,000.00 and the cost of office equipment is RM8,926.00.

In terms of working capital, we pay for administrative, marketing and operations for one month with cash which is our own contribution. We pay RM58,092.00 for administrative. For marketing, it cost us RM15,000.00 and RM432,231.00 for operations.

Not only working capital, we also use cash for the pre-operations and the other expenditure. The total of pre-operations and expenditure is RM8,500.00.

5.3 PRO-FORMA INCOME STATEMENT

PRO-FORMA INCOME STATEMENT			
	Year 1	Year 2	Year 3
Sales	2,461,440	2,707,584	3,113,722
Less: Cost of Sales			
Opening stock		246,144	270,758
Purchases	615,360	676,896	744,586
Less: Ending Stock	246,144	270,758	311,372
Carriage Inward & Duty			
	369,216	652,282	703,972
Gross Profit	2,092,224	2,055,302	2,409,750
Less: Expenditure			
Administrative Expenditure	116,184	127,802	146,973
Marketing Expenditure	30,000	33,000	37,950
Other Expenditure			
Business Registration & Licences			
Insurance & Road Tax for Motor Vehicle			
Other Pre-Operations Expenditure	8,500		
Interest on Hire-Purchase			
Interest on Loan	27,896	22,317	16,737
Depreciation of Fixed Assets	5,798	5,798	5,798
Operations Expenditure	279,302	307,233	353,318
Total Expenditure	467,680	496,150	560,776
Net Profit Before Tax	1,624,544	1,559,153	1,848,974
Tax	0	0	0
Net Profit After Tax	1,624,544	1,559,153	1,848,974
Accumulated Net Profit	1,624,544	3,183,696	5,032,670

Table 5.5.1: Pro-Forma Income Statement

The proforma income statement shows the expected profit and loss for a planned period of three consecutive years. In table 5.5.1 above, the table shows that our Donut sales for the first-year sales are RM2,461,440.00. In the second year, sales have increased by 10%, so the total sales for the second year is RM2,707,584.00. For the third-year sales have increased by 15%. As a result, total sales for the third year were RM3,113,722.00.

Our company's expenditure for the first year is RM461,680.00. Thus, the total expenditure we spent for the second year is RM496,150.00. Lastly, we spent RM560,776.00 for the expenditure in the third year.

Our business cash flow shows that we have a positive total of cash flow, cash supplies and positive beginning and ending cash balance. The total of cash flow for year 1, year 2 and year 3 for our business is also good which is make our business condition is stable and normal.

5.5 INPUT

MARKETING EXPENDITURE		ADMINISTRATIVE EXPENDITURE		OPERATIONS EXPENDITURE	
Fixed Assets	RM	Fixed Assets	RM	Fixed Assets	RM
SIGNAGE	5,000	Land & Building		Office Equipment	8,926
		Furniture and Fittings	15,065		
Working Capital		Working Capital		Working Capital	
Salary	2,500	Salary	9,682	Raw Materials	51,280
				Carriage Inward & Duty	
				Salaries EPF & SOCSO	16,475
				Rental	2,500
				Water & Electricity	1,800
				Maintenance	2,500
Other Expenditure		Other Expenditure		Other Expenditure	
Other Expenditure		Other Expenditure		Other Expenditure	
Pre-Operations		Pre-Operations		Pre-Operations	
Deposit (rent, utilities, etc.)		Deposit (rent, utilities, etc.)		Deposit (rent, utilities, etc.)	
Business Registration & Licences		Business Registration & Licences		Business Registration & Licences	
Insurance & Road Tax for Motor Vehicle		Insurance & Road Tax for Motor Vehicle		Insurance & Road Tax for Motor Vehicle	
Other Expenditure		Other Expenditure		Other Expenditure	8,500
TOTAL	7,500	TOTAL	24,747	TOTAL	91,981

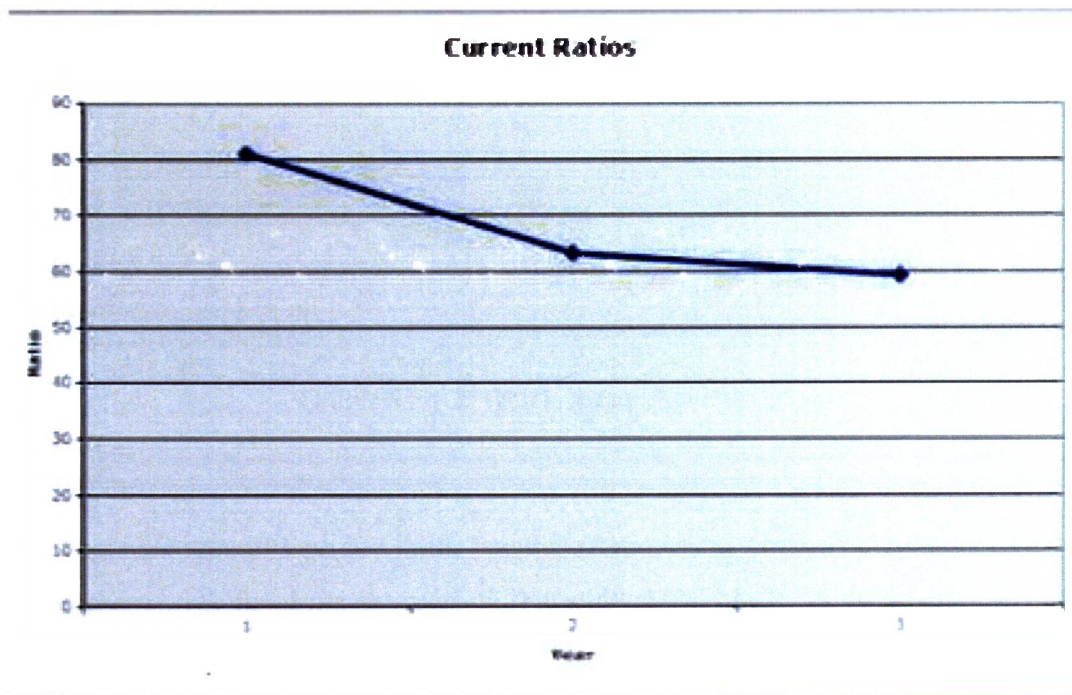
Table 5.5: Input

Table 5.5 above shows the administrative, marketing and operations costs for our company. The entire cost of administrative is RM24,747.00, follow by marketing cost is RM7,500.00 and operating cost is RM91,981.00.

5.6 FINANCIAL ANALYSIS

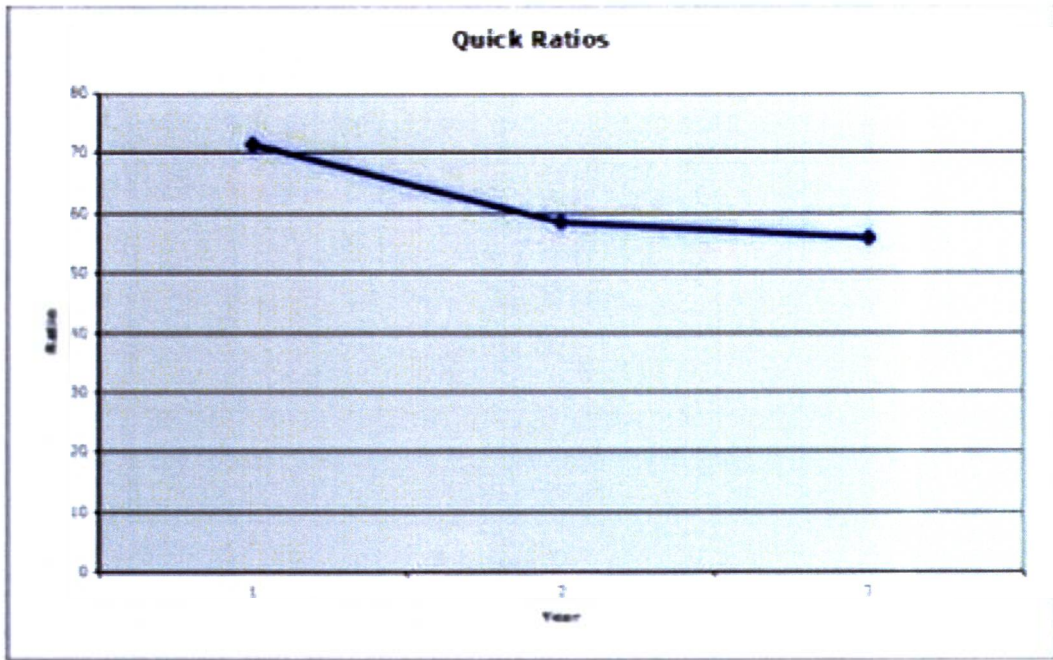
5.6.1 Liquidity Ratios

Liquidity refers to the capacity to satisfy short-term commitments with liquidity assets. As a result, liquidity ratios assess a company's capacity to pay its debts on a monthly basis. The current ratio and the quick ratio are two often utilized liquidity ratios.



Graph 5.7.1.1: Current Ratio

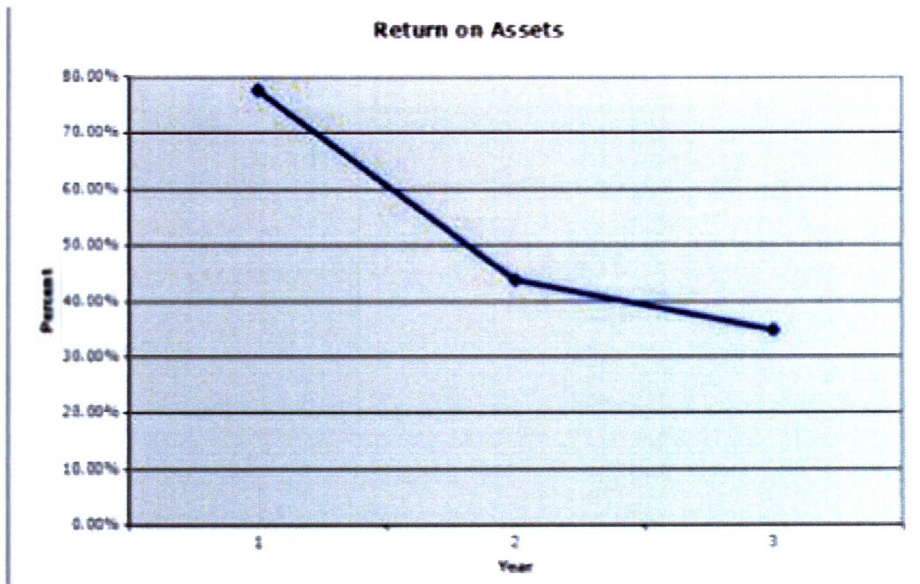
The first type is current ratio. The current ratio, which is calculated by dividing total current assets by total current liabilities, evaluates a company's ability to generate cash to meet short-term obligations. Our ratio is increase and decreasing as shown in the graph above, with 81.0 in the first year, 62.0 in the second year and 59.0 in the third year. This demonstrates that our company has the financial resources to meet its present obligations and assets.



Graph 5.7.1.2: Quick Ratio (Acid Test)

The next type of liquidity ratios is Quick Ratio (Acid Test). This ratio is used to assess how well liquid assets cover current obligations. As a result, we may divide total current assets-inventory by total current liabilities to get this ratio. Our company named AJIBOY BAKERY DONUTS has 71.0 for the first year, 59.0 for the second year and 56.0 for the third year.

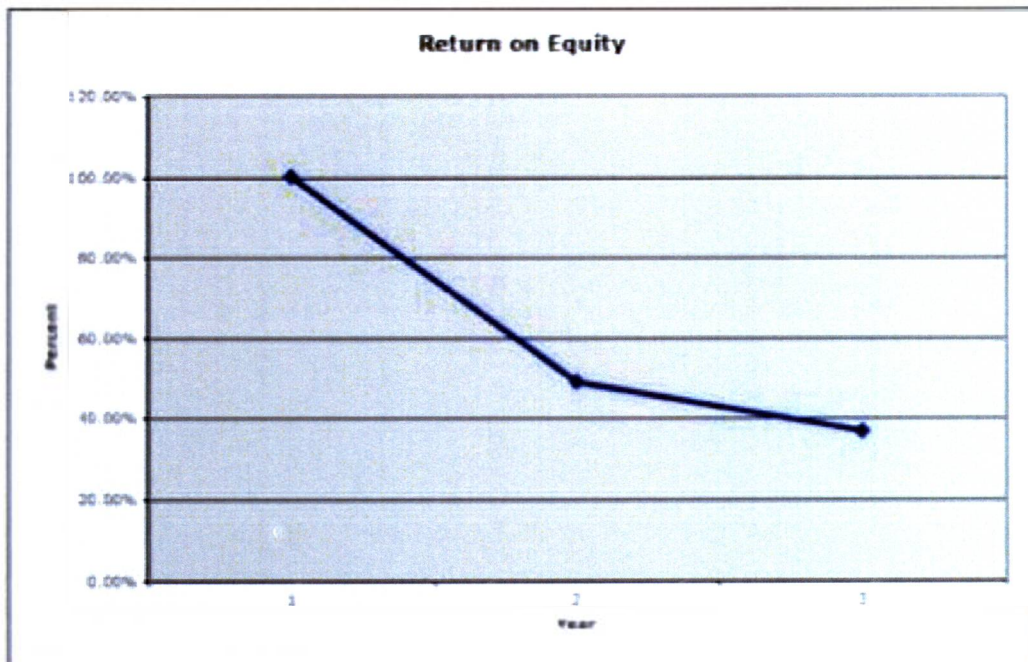
5.6.2 Return on Assets



Graph 5.7.2.1: Return on Assets

Return on assets is a measure of how much profit a business generates from its capital. This profit ratio indicates the percentage growth rate in the profits generated by the assets owned by the company. In the first year, the overall return on assets was 78.00%, followed by 44.00% in the second year and 35.00% in the third year.

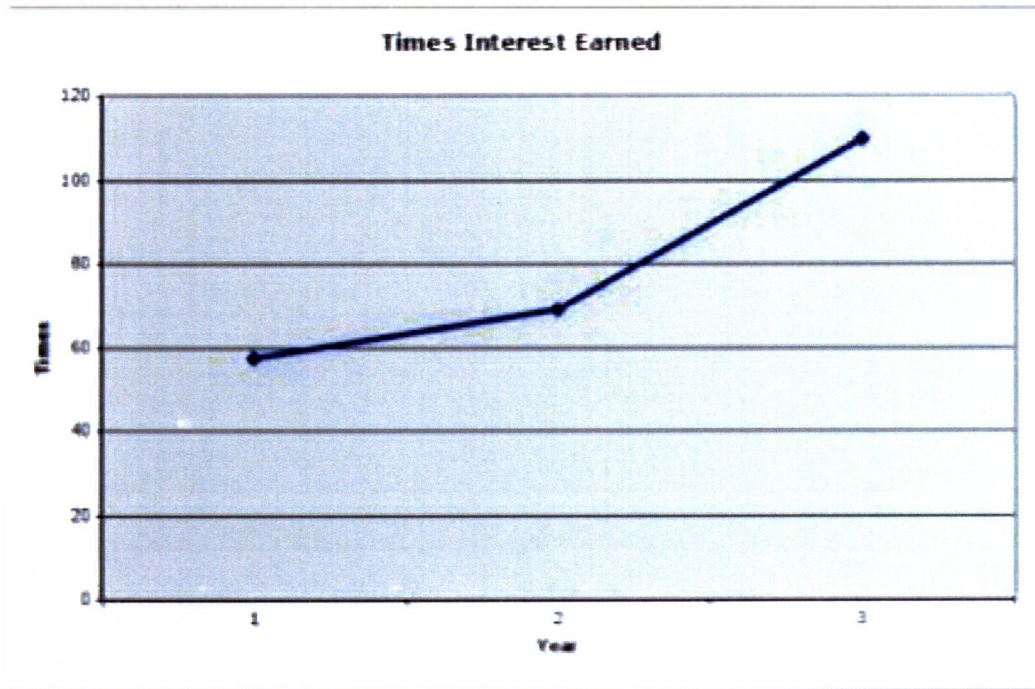
5.6.3 Return on Equity



Graph 5.7.3.1: Return on Equity

The return on equity statistic demonstrates how much our company has benefited on its owner's initial investment. The ratio is calculated by dividing a company's net profit by its total equity. Our company's return on equity is 89% in the first year, followed by 48% in the second year and 34% for the third year.

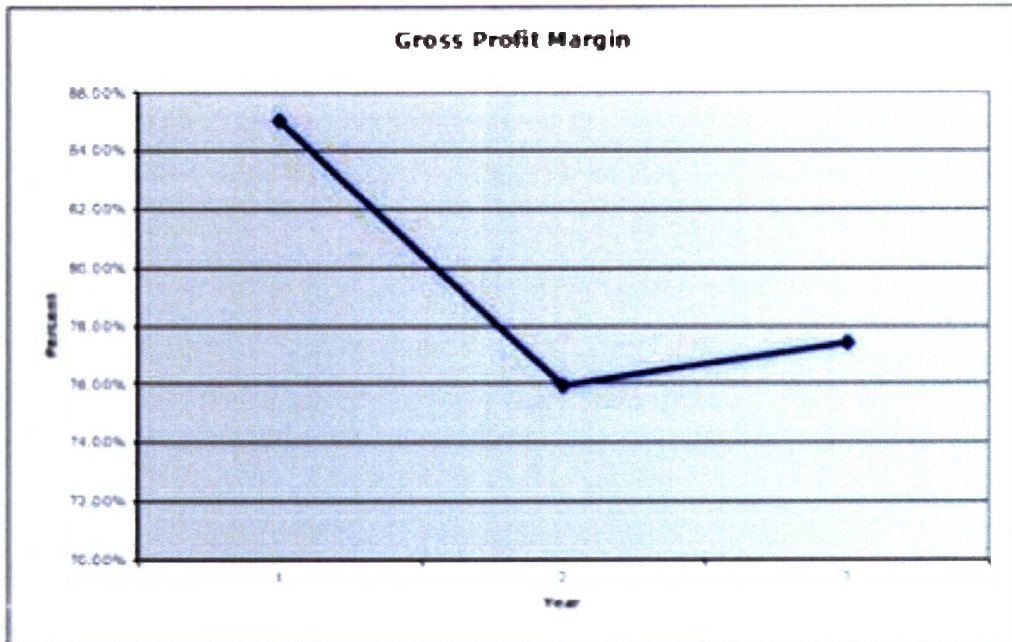
5.6.4 Return on Investment



Graph 5.7.4.1: Return on Investment

Return on investment is a measure of the performance and efficiency of an investment. It is represented as a percentage of profit generated by total capital after costs and expenses over a period of time. The return on investment of our company was 58.0 in the first year, followed by 70.0 in the second year and 110.0 for the third year.

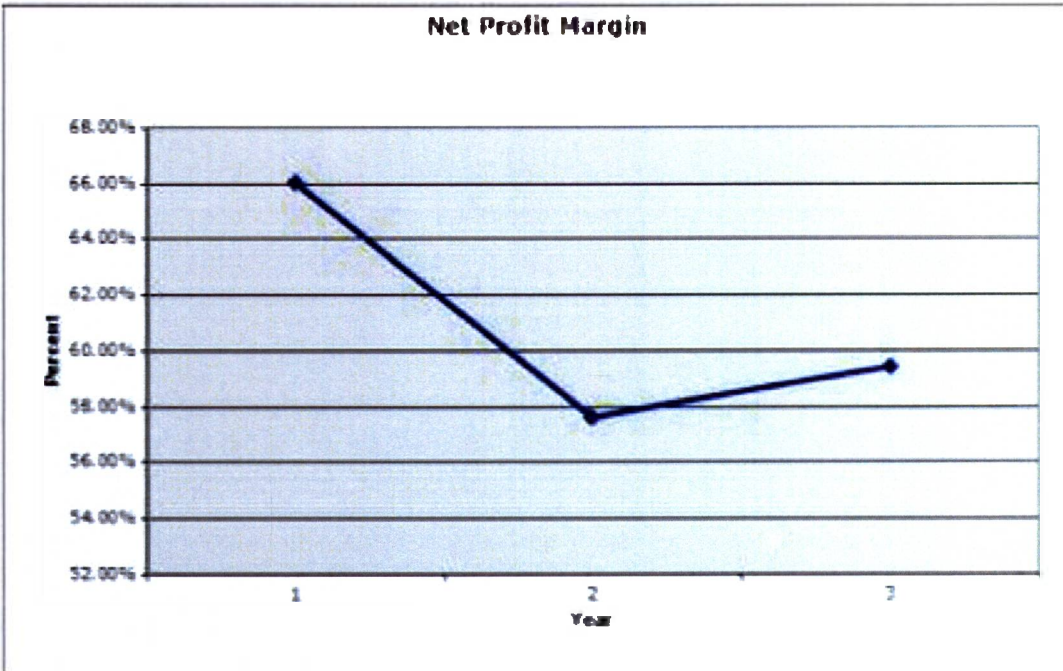
5.6.5 Gross Profit Margin



Graph 5.7.5.1: Gross Profit Margin

Gross profit margin tells you the results of your business after paying the direct costs of running the business, which can include labor, materials and other direct production costs. It is one of the three main profit ratios, the others are operating profit margin and net profit margin. Our company's gross profit margin was 85.00% in the first year, followed by 76.00% in the second year and 77.00% for the third year.

5.6.6 Net Profit Margin



Graph 5.7.6.1: Net Profit Margin

Net profit margin measures how much income or net profit is generated as a percentage of revenue. It is the ratio of net profit to income for a company or business segment. Net profit margin is usually expressed as a percentage but can also be represented in decimal form. Our company's net profit margin was 66.00% in the first year, followed by 58.00% in the second year and 67.00% for the third year.

6.0 BUSINESS MODEL CANVAS

<p>KEY PARTNERS</p> <ul style="list-style-type: none"> • Kedey Aya • Unase • Emart • Demes Marketing (Packaging) 	<p>KEY ACTIVITIES</p> <ul style="list-style-type: none"> • Preparing fresh donut • Baking using premium and quality raw materials • Selling doughnut • Provide excellent costum 	<p>VALUE PROPOSITIONS</p> <ul style="list-style-type: none"> • We sell fresh donut • We provide halal ingredients for all donut and topping • We use various topping such as strawberry, raspberry, chocolate, cheese and more • Affordable price for premium taste of donut • Be the choice of customers around Samarahan 	<p>CUSTOMERS RELATIONSHIP</p> <ul style="list-style-type: none"> • Birthday treat – free delivery to the customer • Discount and promotion • Custom food choice 	<p>CUSTOMERS SEGMENTS</p> <ul style="list-style-type: none"> • Student • Family • For private events such as wedding/ birthday • People who are looking for give as a surprise gift to friends, relative, or colleague
<p>KEY RESOURCES</p> <ul style="list-style-type: none"> • Financial • Machinery and equipment • Raw materials • Physical store • Employees 		<p>CHANNELS</p> <ul style="list-style-type: none"> • Grab • Food panda • WhatsApp • Instagram • Facebook • TikTok 		
<p>COST STRUCTURES</p> <ul style="list-style-type: none"> • Utilities: RM1,000.00 • Salary: RM16,473.20 • Rental: RM2,500.00 • Raw materials: RM51,280.00 		<p>REVENUE STREAMS</p> <ul style="list-style-type: none"> • Monthly sales forecast: RM205,120.00 • Yearly sales forecast: RM2,461,440.00 		

7.0 CONCLUSION

Thank you to Allah that we finally manage to prepare this business plan for course Fundamental of Entrepreneurship (ENT300). We appreciate the chance to finish this business plan.

After completing this business plan, we already know how to set up a business and prepare a real business plan in the future. We choose to go for Ajiboy Bakery Donuts because of the demand from the customer. Thus, we see the potential for our product to penetrate into the market and make the goal of our business into reality.

Besides that, the price that we offer is also very affordable which is the reasonable. Since we determined in giving the good quality or premium ingredients with the lowest price offer. Not to mention that our location is very suitable for sale our doughnut, but it always gets a high demand for from customer. Furthermore, our business which is at The Summer Shopping Mall, Kota Samarahan Sarawak. It suitable for sales our doughnut because it has a strategic place. We also provide our service by sending our cakes to customer or they can come and serve themselves there. But, if we use our service which is sending the doughnuts to the customer, we will charge for the delivery costs and they can order thru Foodpanda and Grabfood. By preparing this business plan, we hope it will give spirit and encouragement to us and others who are interested in opening a business especially in plantation business.

8.0 APPENDICES



