



اَوْنُوْرَسِيْتِي تِكْنُوْلُوْجِي مَارَا
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**DOUGH RE MI BAKERY
BUSINESS PLAN**

PREPARED BY:

NAME	STUDENT ID
KHADIJAH ARYANI BINTI KHALID	2022613566
NUR AQILAH BINTI MOKHTAR	2022699356
NURUL IWANY WAFA BINTI AMINUDDIN	2022696658
MIA BATRISYIA BINTI MOHAMAD ROSNI	2022896038
MARIAH QISTINA BINTI ZAINAL	2022836824

COURSE GROUP:

N4CS1125B

PREPARED FOR:

DR WAN NORMILA BINTI MOHAMAD

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1.0 INTRODUCTION

1.1 INTRODUCTION OF THE BUSINESS

The Dough Re-Mi Bakery is the only bakery that creates a wonderful and inventive dessert experience by combining the unique flavours of premium ice creams and melon buns inspired by Japan. Our bakery will open on 1 February 2025 and operates as a partnership. It is conveniently located in Seremban, Negeri Sembilan. In the food industry, our goal is to close a market gap by providing premium, affordable delicious foods that are distinct from more conventional options. Dough Re-Mi Bakery is positioned to set trends in the local dessert market by emphasizing creativeness and client delight.

1.1.1 FACTORS IN SELECTING THE PROPOSED BUSINESS

There are several factors in selecting the proposed business. First and foremost, a major factor was a growing demand for innovative and unique desserts. Premium ice cream and melon buns which is inspired by Japan are becoming more and more popular among customers who want unique foods. This demand presents a great opportunity to offer business that satisfy current tastes while introducing something fresh to the market.

Second, we discovered an important need in the local market for companies who sell ice cream and melon buns together. This concept is rare and mainly unknown in the area. We have a great chance to build a unique identity in the food sector since it is rare. Thirdly, we differentiate ourselves from opponents with our unique selling proposition. By combining the affordability of our products with rich flavours and premium ingredients will produce a taste that attracts to a wide variety of consumers. This uniqueness guarantees that our brand will always know and competitive.

Finally, the choice of the location that we choose in Seremban 2, Negeri Sembilan was strategic. The area is well-known with its lively environment and heavy foot traffic which makes it the perfect place to attract a consistent customer. Furthermore, having a well-connected site makes it easier for both local and foreign customers to get to the business which increases its potential for expansion.

1.1.2 FUTURE PROSPECTS OF THE BUSINESS

There are several prospects of the business. First, to keep our menu interesting and fresh for customers, we intend to increase the variety of products by adding new and seasonal melon bun and ice cream flavours. Second, when the brand gains acceptance, there is a chance to expand new stores in different cities or areas. This can help reach new customers, diversify sources of income, increase brand visibility and reduce reliance on a single market. Thirdly, we will be able to reach a wider audience and provide convenient online ordering and delivery services by using digital platforms like social media and e-commerce. In order to increase brand visibility and customer interaction, we also aim to collaborate with local events and businesses. Finally, we plan to increase our use of eco-friendly packaging and implement greener methods to appeal to customers who care about the environment as sustainability becomes a major priority for consumers. These initiatives will position our business, Dough Re-Mi Bakery as a market leader in dessert innovation, quality and sustainability.

1.2 PURPOSE OF THE BUSINESS PLAN.

1. To allow entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner.

A business should be realistic and practical in order to make sure that the business is sustainable. With a business plan, it allows the entrepreneur to provide a clear direction for the business by defining objectives and mapping out steps to achieve them. Hence, a business plan will act as a blueprint for the entrepreneur by detailing the company's mission, vision, and long-term goals. It will also outline various unique strategies for market entry, growth, product development, and customer acquisition, helping the team stay focused and aligned. By this, the business will sustain and grow in a larger scale.

2. To convince relevant parties of the investment potential of the project

Investors and lenders definitely require a precise framework on various piece of information. As for example, company's financial projections, market opportunities, and risk analysis. Therefore, a well-prepared business plan establishes credibility and shows how the company will create returns on investment.

3. As a guideline for managing the business

Some of the business mainly a start-up business always fails to sustain in the industry due to unobjective decision making and weak management. In conducting and managing the business, there must be various challenges that need to be faced by the business owners. However, with a business plan that includes variety of specific details on the business such as organizational structure, marketing strategies and many more will definitely help the business to have a smooth operation.