



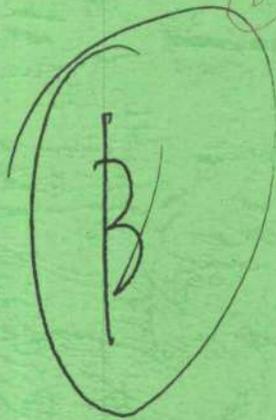
MARA UNIVERSITY OF TECHNOLOGY

BASIC ENTREPRENEURSHIP

ETR 300



DELIGHT BAKERY



PREPARED BY:-

* ADHA BIN SARBINI
(2003217093)

* AZMAN BIN MD NOR
(2003217166)

PREPARED FOR:-

ASSOCIATE PROFESOR IR SUDRI ARIFFIN

Presented to
20/25

honorable work
4/20



Diploma in Industrial Chemistry Students,
MARA University of Technology,
40450 Shah Alam,
Selangor.

Assoc. Prof. Ir Sodri Ariffin,
Lecturer of ETR 300,
MARA University of Technology,
40450 Shah Alam,
Selangor.

Sir,

Submission of Business Plan of Delight Bakery

According to the statement below, proudly we submitted our business plan .This planning to open our business that related with soup outlet. Our business will be operating at Lot 32, Jalan Tengku Ampuan Zabedah K9/K, Section 9, 40100 Shah Alam, Selangor Darul Ehsan.

2. Preparation of the business plan is to complete the requirement of the subject Basic Entrepreneurship (ETR 300) .besides that it gives us meaningful ~~experiences that we can't forget~~





3. Here, we also would like to give a million thank you because of the participation of all behalf that involved directly and indirectly in making this business plan a success.

Yours truly,

.....
(Adha Sarbini)
General & Marketing Manager

.....
(Azman Bin Md Nor)
Operation & Financial Manager





TABLE OF CONTENT

| Contents | Page |
|------------------------------------|-------------|
| PREFACE | iv |
| ACKNOWLEDGEMENT | v |
| INTRODUCTION | 1 |
| LOGO AND EXPLANATION | 2 |
| COMPANY SYNOPSIS | 4 |
| PURPOSE OF PREPARING BUSINESS PLAN | 8 |
| BUSINESS BACKGROUND | 10 |
| PARTNERSHIP AGREEMENT | 14 |
| ADMINISTRATION MANAGER | 19 |
| MARKETING MANAGER | 32 |
| OPERATION MANAGER | 50 |
| FINANCIAL MANAGER | 67 |
| APPENDICES | 81 |





PREFACE

Business plan for ETR project is done to give the exposure for student about the entrepreneurship and the way it is done. It is important to initial the business which, its purpose is to give the opportunity for entrepreneur to access the business ventures, to study and evaluate the feasibility of business, to convince venture capitalist, investor and bankers in order to raise capital and obtain support for the venture, as a guideline for day to day management of the business and to be able to distribute the business.

The business that has been selected for the project is bakery. The factors that raise the idea are because there is a product of business in food product. So we want use this opportunity to advance this sector and get the community trust as our main objective to get number one people's choice.

We hope this project need to be continued in the future to expose the students about working environment and the execution of entrepreneurship. The familiarities with the responsibilities, duties and handling matters analyzing while doing this project will mature the students and help them in understanding the way of the business being done. As wise say practice makes perfect.

