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FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT 300)

DE'S PASTRY-LICIOUS

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TABLE OF CONTENTS

CONTENT	PAGE
LETTER OF SUBMISSION	1
ACKNOWLEDGEMENT	2
TABLE OF CONTENT	3-4
1.0 EXECUTIVE SUMMARY	5
2.0 INTRODUCTION	6
3.0 BUSINESS PLAN PURPOSE	7
3.1 COMPANY NAME & LOGO	8
3.2 BUSINESS BACKGROUND	9
3.3 PARTNERS' BACKGROUND	10
3.3.1 GENERAL MANAGER	10
3.3.2 ADMINISTRATION MANAGER	11
3.3.3 MARKETING MANAGER	12
3.3.4 OPERATION MANAGER	13
3.3.5 FINANCIAL MANAGER	14
3.4 PARTNERSHIP TERMS & AGREEMENT	15-15
4.0 ADMINISTRATION PLAN	18
4.1 VISION	19
4.2 MISSION	19
4.3 MOTTO	19
4.4 ORGANIZATION STRUCTURE	20
4.5 LIST OF ADMIN PERSONNEL	21
4.6 TASK & RESPONSIBILITIES	22-23
4.7 WORKING HOURS	24
4.8 SCHEDULE REMUNERATION	25
4.9 EMPLOYEE INVENTIVE SCHEME	26-27
4.10 LIST OF EQUIPMENT	28
4.11 ADMINISTRATION BUDGET	29
4.12 ADMINISTRATION AREA	30
4.12.1 OFFICE PLAN	30-31
5.0 MARKETING PLAN	32
5.1 MARKETING OBJECTIVE	33
5.2 PRODUCT & SERVICES	33
5.3 TARGET MARKET	33
5.4 COMPETITION	34-35
5.5 MARKET SHARE	36-39
5.6 SALES FORECAST	40-41
5.7 MARKET STRATEGIES	42-43
5.8 MARKETING BUDGET	44
6.0 OPERATION PLAN	45
6.1 INTRODUCTION TO OPERATIONAL	46
6.2 OPERATION OBJECTIVE	47
6.3 OPERATION STRATEGIES	48
6.4 OPEN STRUCTURES	49
6.4.1 LIST OF MANPOWER	49
6.4.2 FUNCTION OF MANPOWER	50

6.5 CAPACITY PLANNING	51
6.6 OPERATION PLANNING PROCESS	52
6.6.1 OPERATION CHART PROCESS	52
6.6.2 PROCESS OF FLOW CHART	53
6.6.3 FLOW CHART INVENTORY	54
6.7 OPERATION PLAN HOURS	55
6.7.1 BUSINESS HOURS	55
6.8 OPERATION LAYOUT	56
6.9 OFFICE LAYOUTS	57
6.9.1 OPERATION (BAKING ROOM) LAYOUT	57
6.9.2 OPERATION (SHOP) LAYOUT	58
6.10 LOCATION	59-60
6.11 FURNITURE	61
6.12 EQUIPMENT	62
6.13 MATERIALS	63
6.14 OPERATION PLAN BUDGET	64
7.0 FINANCIAL PLAN	65
7.1 INTRODUCTION	66
7.2 FINANCIAL OBJECTIVE	67
7.3 FINANCIAL INFORMATION	68
7.4 BUDGET EXPENDITURE	69
7.4.1 ADMINISTRATION BUDGET	69
7.4.2 MARKETING BUDGET	70
7.4.3 OPERATIONAL BUDGET	71
7.5 SALES & PURCHASE BUDGET	72
7.6 PROJECT IMPLEMENTATION COST	73
7.7 ECONOMIC LIFE OF FIXED ASSET & DEPRECIATION METHOD	74-77
7.8 LOAN & HIRE PURCHASE	78
7.9 PRO-FORMA INCOME STATEMENT	79
7.10 PRO-FORMA BALANCE SHEET	80
7.11 FINANCIAL RATIO ANALYSIS	81
7.12 GRAPH	82-84
8.0 CONCLUSION	85-86
APPENDIX	87

1.0 EXECUTIVE SUMMARY

We are starting our own business as partners and deciding to call our business as De'5 Pastry-Licious. Our main activity of business is selling pastry especially cakes. Our shop is not only focus on cheese crepe cake but other pastry product such as biscuit and beverages. There are several important departments to run our business smoothly, which are administrative department, marketing department, operational department and financial department. Each of us will head one of the departments while there will be one person acts as General Manager, who will be the head of all the departments in our business. We started this business by applying loan where each of our partners been approved for loan with the amount of RM 12,773. Our office located in our shop lot so that it will easy for us while working. It is located at Lintas Plaza, Kota Kinabalu, Sabah. We chose this location because it is the centre of attraction during days and night. So, we are trying the opportunity to get and attract the customer here.