



FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

AM1105B

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

BUSINESS PLAN

FANDHA MIKATTO - DORAYAKI

PREPARED FOR:

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PREPARED BY:

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LETTER OF SUBMISSION

Diploma in Public Administration (AM110)
Faculty of Administrative Science and Policy Studies
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

13th December 2020

Dr Hasnizawati Hashim
Lecturer of Fundamentals of Entrepreneurship (ENT 300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**FANDHA MIKATTO – DORAYAKI**” to fulfill the requirements as needed as university requirements.

Below is the list of the group members that involved in completing this business plan:

NUR FARAH IZZATI BINTI ROSLI	2018211142
NURIN NAJLA BINTI ZAINAL ABIDIN	2018661624
NURUL HANIS BINTI NORDIN	2018275338
DIANA HUMAIRA BINTI ISMAIL	2018434532
NUR ATHIRAH HUSNA BINTI ABDULLAH JOHARI	2018407358

Thank you,

Yours sincerely

HUSNA

.....
NUR ATHIRAH HUSNA BINTI ABDULLAH JOHARI
General Manager

EXECUTIVE SUMMARY

This business is a partnership type of business and it sell dorayaki as its product. The business is named 'Fandha Mikatto' and was named after the combination of all of the partners' names which are Farah, Athirah, Nurin, Diana and Hanis. Meanwhile, Mikatto is a combination of dorayaki and pocket in Japanese which is known as "mikasa" that means dorayaki and "poketto" that means pocket to implied Doraemon's pocket. The targeted customers are young generation and adult. The business' logo consists of the business partners' portraits, sakura flower and it has orange colour as the background colour. It is done in order to show the unity of the partners and the sakura flower is to represent the resemblance of Japan as the product is originated from the Doraemon series which is a famous anime series of Japan. Moreover, the orange background is to represents wealth and hope that it can bring luck and happiness to the business and the customers. There are three flavours of dorayaki that was offered which are oreo cheesecake, mix berries yoghurt and cotton candy with marshmallow. The packaging is made from recycled product and each drawer have different colour which is blue, yellow and pink; and there will be sticker of business logo and contact number sticked of the box. Next, the dorayaki offered are served in two ways which are ready-made and frozen. The frozen dorayaki's batter and fillings will be separated to ensure the freshness. Besides that, it also provide delivery services which will be charged for RM3 only and the order can be placed through the website or social media such as WhatsApp and Instagram from 10 a.m. until 6 p.m. The business is located at Raub, Pahang and it is opened from 8 a.m. until 6 p.m. from Monday to Sunday. It was established on 1st March 2021 and have 5 business partners who are also the only workers in this business which are the general manager, administration manager, marketing manager, operation manager and financial manager. The vision of the business is to be known as halal dorayaki provider in international level and serve the customers with affordable price and the mission are serve good quality and services; unique and delicious dorayaki to the customers; and to promote halal and cheap product. There are several objectives of the business, for instance, to increase 20% sales per year for short-term planning and to open a new branch locally in 8 years and exceed 50% profit from opening capital in 5 years for the long-term planning. The remuneration for the general manager and the other managers have RM688.50 difference as it is RM2639.25 and RM1950.75 respectively. The total for the business' administrative budget is RM62,545.00 and the total for the market size is RM5,760,000.00. Next, the total of marketing budget and operations budget are RM27,987.00 and RM10,788.00 respectively. Lastly, the total production cost for Year 1 until Year 3 is RM71,839.00, RM78,912.00 and RM89,995.00 respectively while the accumulated net profit for Year 1 until Year 3 is RM143,525.00, RM322,199.00 and RM538,719.00 respectively.

1. Business Background

Table 1.0 Business Background

Name of the Business	Fandha Mikatto
Business Address	44, Lebuhraya Kuala Lumpur – Gua Musang, 27600 Raub, Pahang
Correspondence Address	44, Lebuhraya Kuala Lumpur – Gua Musang, 27600 Raub, Pahang
Website	
E- mail	
Telephone Number	
Fax Number	
Form of Business	Partnership
Main Activity	Selling dorayaki
Date of Commencement	1st March 2021
Date of Registration	20th April 2020
Registration Number	0121338X
Name of Bank	Maybank Berhad
Bank Account Number	

1.1 Vision, Mission and Objective

1.1.1 Vision

- To be internationally known as halal dorayaki provider and serve customer with affordable price.

1.1.2 Mission

- Serve good quality & services to the customer
- To promote halal & cheap product
- To serve unique & delicious dorayaki to the customer and meet their expectation

1.1.3 Objective

- Short term
 - To increase 15% profit from opening capital in 1 year
 - To increase 20% sales per year
- Long term
 - To exceed 50% profit from opening capital in 5 years
 - To have at least 3 sales agents around Pahang region
 - To add more flavors based on customer request
 - To open a new branch locally in 8 years
 - To open a new franchise abroad in 15 years
 - To sell a dorayaki maker machine