



اُنِيسِيسِي تِيكِنُولُوجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES**

**(AM110)**

**AM1105I**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**ENT 300**

**BUN HOURS**

**PREPARED FOR:**

**MISS JOLIN NORSHYME HASHIM**

**PREPARED BY:**

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**SUBMISSION DATE**

**19<sup>th</sup> FEBRUARY 2021**

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## LETTER OF SUBMISSION

Diploma in Public Administration (AM110)  
Faculty of Administrative Science and Policy Studies  
Universiti Teknologi MARA Pahang Kampus Raub  
27600 Pahang

February 2021

Miss Jolin Norshyme Hashim  
Lecturer of Fundamentals of Entrepreneurship (ENT300)  
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27600 Raub Pahang

Madam,

### **Submission of the Business Plan (ENT 300)**

Please find attached the business plan for **BUN HOURS** to fulfill the course requirements for Fundamentals of Entrepreneurship (ENT300) as needed by the university.

Thank you,

Yours sincerely



.....  
SITI NAJIBAH BINTI AYOB  
General Manager

## EXECUTIVE SUMMARY

The name of our company is Bun Hours which it offers a unique taste and many flavours of buns. Our concept is based on take away concept where it is going to serve our special buns to the customer's order. Bun Hours is owned by 5 partners who General Manager, Administration Manager, Marketing Manager, Operation Manager and Finance Manager. All partners will be taking hands-on management roles in the company and we are using the skills and expertise to serve in fast service. In addition, we also hire bakers and cashier. Our customers are the residents near our premises which are school, students, housewife and also office employees. For all these customers are our target market to grab them for stop by because of to attract them only just the fresh smell because it fresh from oven. At Bun Hours, we offer a range of goods which include flavoured buns, coffee and tea. While there are already Vi Bread House, Big Apple Donuts and Coffee and RT Pastry House, our company offers many flavours of buns which are include Vegetable bun and we also prepared coffee and tea for customers who wanted to order drinks. Based on the size of our market and our defined market area, our sales forecasts for the first year is RM504,000 and we expect a 25% annual rate of growth in the first 3 years. We require RM100,019 to finance our first year operations. The partners have contributed a total of RM76,199 together.

## 1. Business Background

Bun Hours is a bakery business that has been organized as a partnership. There are five partners that have been shared in this business and each of them has its own position which are General Manager, Administration Manager, Operation Manager, and Finance Manager. Essentially, our nature of business is food service. It is because Bun Hours is producing various flavours of buns such as original, cappuccino, caramel, Durian, Yam and many more. Besides, even though there are some competitors in the area such Vi Bread, RT Pastry and Big Apple, Bun hours still bring differences in terms of various flavours of buns.

Also, this business is included in the private sector because this business is run to make a profit. The main opportunity available while running this business is a strategic place which is located in the Klang Parade area. This is because the area is a mall building including some office buildings as well as schools. Not only that, Bun hours is located inside the Klang Parade building but is in front of the mall entrance. Thus, it will attract any customer who wants to go in there to stop by Bun Hours because of the delicious smell of bun.

In a rapidly changing world, Bun Hours can be a good opportunity for the public such as potential growth and success in delivery service. As everyone knows due to COVID-19, people are not allowed to go out and take care of social distance. Hence, by using service delivery it will make it easier for people to buy bun hours without having to leave the house and sometimes buns save them to take a breakfast or tea time when they are busy for work, and also Bun Hours sales will go up and grow rapidly. In addition, the high demand for natural products with Halal also being a good opportunity for Bun Hours. By having that, it will help Bun Hours financially. As well known, people love to eat natural ingredients because the human has an innate sense of attachment to natural things.