



FACULTY OF APPLIED SCIENCE

DIPLOMA IN SCIENCE (AS120)

AS1205L

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

BUSINESS NAME: BABA BAKERY

PRODUCT NAME: CAKES

PREPARED FOR: MADAM ILYANI BINTI AZER

PREPARED BY:

NO.	NAME	MATRIC NO.
1.	RAJA NUR QURRATU AIN BINTI SY-IARIZZAD	2018247126
2.	FAZIERA HANIS BINTI MUSA	2018284284
3.	NUR HASYA RUSHaida BINTI KAMARULASRI	2018419746
4.	FATIN NURJIHA BINTI ABU SAMAH	2018658668
5.	DIANA HAZIQAH IZZATI BINTI AZMAN	2018231676

LETTER OF SUBMISSION

Diploma in Science (AS120)
Faculty of Applied Science
University Teknologi MARA Cawangan Pahang
26400 Pahang

Date 24 January 2021

Madam Ilyani binti Azer
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attached is the business plan title “**Baba Bakery**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely



.....
(RAJA NUR QURRATU AIN BINTI SYIARIZZAD)
General Manager

ACKNOWLEDGEMENT

السَّلَامُ عَلَيْكُمْ وَرَحْمَةُ اللَّهِ وَبَرَكَاتُهُ

Praise to Allah for the strength given, finally our group has done our group assignment which is the Business Plan (ENT300). I would like to take this opportunity to thank everyone who gave help and support. Without guidelines from them, my project assignment will not be successfully completed.

First of all, I would like to thank Madam Ilyani Azer, as our lecturer of Fundamentals of Entrepreneurship (ENT300) for her encouragement, commitment, advice and guidelines we invaluable during accomplishing this project.

Last but not least, we also want to thank our colleagues for their help and ideas in completing this report. Thank you so much and we hope that our project is satisfied and giving full consideration in marking this report.

TABLE OF CONTENTS

	Page
LETTER OF SUBMISSION	1
ACKNOWLEDGMENT	2
TABLE OF CONTENTS	3-4
EXECUTIVE SUMMARY	5
1. BUSINESS BACKGROUND	6
1.1 Vision and Mission	7
1.2 Organizational Chart	7
1.3 Logo and Motto	8
2. OWNER BACKGROUND	
2.1 Manager	9
2.2 Pastry Chef	10
2.3 Pastry Chef	11-12
2.4 Pastry Chef	12-13
2.5 Pastry Chef	13
3. ADMINISTRATION PLAN	
3.1 Introduction	14
3.2 Manpower Planning	14-15
3.3 Schedule of Task and Responsibilities	15
3.4 Schedule of Remuneration	16
3.5 Office Furniture, Fitting and Office Supplies	16-17
3.6 Administration Budget	18
4. MARKETING PLAN	
4.1 Introduction	19-20
4.2 Description of Products	20
4.3 Target Market	21-22
4.4 Market Size	22-23
4.5 Competitors	23-24
4.6 Market Size	24-26
4.7 Sales Forecast	26-27
4.8 Market Strategy	27-30
4.9 Marketing Budget	30-31
5. OPERATIONAL PLAN	
5.1 Introduction	32

EXECUTIVE SUMMARY

Baba Bakery is a business that can be categorized as Small Medium Enterprise (SME) which provide food service to customer. The business is based on partnership where it consists of five (5) members which hold an important position in the business such as general manager and pastry chef. The business capital is amount RM 390,661 where the total contribution is RM 282,661 and from Bank Islam's loan is RM 108,000.

Baba bakery is located at Seksyen 7, Shah Alam which is near to UiTM Shah Alam. We choose the location because it is strategic base on our research. As we know that Seksyen 7 Shah Alam is one of a hotspot places to start up a shop. We believe by choosing a right location can affect our business.

Baba Bakery are specialized in baking and decorating cakes for any occasions. Baba Bakery aim to offer its product at a competitive price to meet demand of the low to higher income local market area residents. Baba Bakery baked fresh cakes daily. We sale in slice and whole cake for customer. In Baba Bakery we also provide decorating cake upon customer request. Customer can custom the flavour of the cake and the decoration of the cake. In our bakery we also provide delivery services to customer which is will make customer easy to pick up cake without needed going to our bakery.

With loan given as a support from Bank Islam we hoping to make Baba Bakery can be able to achieve outstanding demand from customer. Our business is expected commence on 1st January 2021 and our vision is to make our business as well know and established. We target to open more brunches in Malaysia and expend Baba Bakery in Asian country. We believe in "To build a successful business, you must start small and big dream".