



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
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MARA

FACULTY OF APPLIED SCIENCE

DIPLOMA IN SCIENCE (AS120)

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

BUSINESS NAME: MANIS BAKERY

PRODUCT NAME: BOMBOLONI

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LETTER OF SUBMISSION

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Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**MANIS BALERY – BOMBOLONI**” to fulfil the requirements as needed as university requirements.

Thank you,

Yours sincerely



.....
Nurul Wajihah Bt Othman
General Manager

ACKNOWLEDGEMENT

Assalamualaikum w.b.t, Alhamdulillah grateful to God for giving us strength to complete this business plan. All the ups and down, due to the pandemic and limited communication but we managed to faced all that obstacles and complete this assignment. I am very proud with my teammates for their contributions and ideas.

We would like to express our gratitude to Madam Normilia Abd Wahid, our beloved lecturer. One whole semester online distance learning is not easy but Madam Normilia patience and dedication to teach us made it possible for us to survive this course.

Special thanks to our General Manager, Nurul Wajihah bt Othman, Marketing Manager, Ridwani Ayunni Ramza Bt Ridza Ramza, Operational Manager, Puteri Zulaikha Bt Khalid, Bakery Chef Leader, Putri Nur Azlyana Bt Azlan and Doughnut/Pastry Chef, Nurul Syahirah Bt Mohd Rodzi.

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1.0 Executive Summary

The business is about home base bakery name Manis. This bakery will sell light, fluffy and delicious bomboloni with various types of fillings. For instance, Italian pastry cream, Nutella and vanilla cream. The coating for bomboloni that will be used is cinnamon sugar and sugar glaze or drizzle a lemon glaze over bomboloni to add a little bit of freshness and extra flavour. The target customers might be all ages in Dungun society because bomboloni is a dessert like doughnut that is easy and fun to eat.

The Manis Bakery vision and mission that agreed among the managers is to provide bomboloni of exceptional quality and variety to everyone in Malaysia and to create a bakery which makes the best quality of Bomboloni on site from scratch, fresh daily respectively. Whereas, the motto is "A little bliss in every bite". This is our assurance to the customer that they will taste even a little bliss in every bite they take for bomboloni.

The idea to create bomboloni business is to make sure Dungun society tastes this Italian doughnut that has been sold in most of the state in Malaysia such as Kuala Lumpur and Pulau Pinang, however, it does not sell in Dungun. If the people are curious about bomboloni, they can buy it from Manis Bakery instead of making it by themselves. This is because the recipes are a little bit complicated and have many steps.

In Manis Bakery, there are three managers that manage the bakery. First is General manager, Nurul Wajihah bt Othman. The second manager is a marketing manager named Ridwani Ayunni Ramza bt Ridza Ramza. The third manager's name is Puteri Zulaikha bt Khalid that occupied operation manager. There is also a bakery chef leader that is occupied by Putri Nur Azlyana bt Azlan and doughnut chef Nurul Syahirah bt Mohd Rodzi.