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UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

CAWANGAN PAHANG

KAMPUS JENGKA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

SWEET CHEESEBAKES ENTERPRISE: CHEESECAKE

PREPARED FOR

MADAM NORMILIA BINTI ABD WAHID

PREPARED BY

NAME	STUDENT ID
NURINA TIHANI BT SARMAN	2019441814
FARAH LIYANA BT LOKMAN	2019257886
PUTERI NUR ILYANA BT AMRAN	2019220614
AIN NORFATIAH BT NORHISHAM	2019247178
NURIMAN FARISSYA ALIA BINTI MAT ROZI	2019420372

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LETTER OF SUBMISSION

Diploma in Office Management and Technology (BA118)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

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Madam Normilia binti Abd Wahid
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Madam,

Submission of the Business Plan (ENT300)

Attached is the business plan title **“SWEET CHEESEBAKES - CHEESECAKES”** to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

NURINA TIHANI BINTI SARMAN
Manager of Sweet Cheesebakes Enterprise

ACKNOWLEDGEMENT

Assalamualaikum W.B.T.

All praises to Allah S.W.T. and His blessing for the completion of this assignment for Fundamentals of Entrepreneurship (ENT300). We have finally completed this group assignment within the time given.

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Next, we would also like to thank our group members which consist of 5 members who have to complete this business plan assignment. Without the cooperation of members, this assignment will not be able to be completed.

Finally, we would also like to thank our parents who support us doing university's assignment during online distance learning. We may not be able to spend enough time with them, but we will make them proud by doing our best in the assignment and show them the best results.

Thank You.

TABLE OF CONTENT

NO	CONTENT	PAGE
1	EXECUTIVE SUMMARY	1
2	BUSINESS MODEL CANVAS (BMC)	2
3	BUSINESS BACKGROUND	3-5
4	OWNER BACKGROUND	6
5	ADMINISTRATION PLAN	7-10
6	MARKETING PLAN	11-17
7	OPERATIONAL PLAN	18-24
8	FINANCIAL PLAN	25-29
9	CONCLUSION	30
10	APPENDICES	31-34

EXECUTIVE SUMMARY

Sweet Cheesebakes Enterprise is a sole proprietorship business owned by a single owner. It is registered under the Business Registration Act 1956 (Amendment 1978) with registration number 202101070413. The bakery is located at No. 13, Jalan PJU 5/8, Dataran Sunway, Kota Damansara, 47810 Petaling Jaya, Selangor. Sweet Cheesebakes has one sole proprietor who holds the position of Manager and four key employees which are Baker, Baker Assistant, Food Server, and Cashier.

Sweet Cheesebakes provides a few selections of high-quality cheesecakes at a low price. The uncompromising quality of cheesecakes made of high-quality ingredients, along with reasonable prices for cheesecake lovers. Our vision is to create an unforgettable taste of our freshly baked cheesecake for our customers. Our mission is to be our customer's first choice when it comes to cheesecake. The motto "a little bliss in every bite" is used to describe that our customers will feel happy every time they take a bite of our cheesecake.

For the business model, Sweet Cheesebakes' key activity is to identify customers and satisfy customer needs. We also want to produce various types of cheesecake such as Classic Cheesecake, Blueberry Cheesecake and Oreo Cheesecake. Our key partners are local suppliers for raw material and machine such as Bake with Yen, Murni bakery Equipment Sdn. Bhd. and we also partnered with food delivery services such as Foodpanda and Grab Food.

Sweet Cheesebakes Enterprise targets several types of market segments. We target teenagers, adults and elderly of all genders aged 15 and above. We also target dessert lovers as they will love the taste of our sweet cheesecakes. For customer relationships, we offer discounted price to customers who make large purchases.

Finally, our sales projections during the first year are RM216,000 meanwhile our cost of sales are RM31,349. The total expenses during the first year are RM151,721. The expenses are including marketing, salary and wages, rental, utilities, traveling costs, insurances, license and permit and maintenance of building and equipment. To conclude, the total project implementation cost is RM172,825.