



اُنِيْوَرْسِيْتِيْ تِيْكْنُوْلُوْجِيْ مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

**DIPLOMA IN CIVIL ENGINEERING (EC110)
EC110 4I**

**FUNDAMENTALS OF ENTREPRENUERSHIP
ENT 300**

WHISKED BAKERY

Bakery Products (Bread, Rolls, Cookies, Pies, Pastries, And Muffins)

PREPARED FOR:

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LETTER OF SUBMISSION

Diploma in Civil Engineering (EC110)
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JUNE 2021

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26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attached is the business plan title **“WB ENTERPRISE – WHISKED BAKERY”** to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely


MOHAMMAD AMIR HAZIM BIN MOHAMMAD HASSAN
General Manager

ACKNOWLEDGEMENT

BISMILLAHHIRRAHMANNIRRAHIM

First and foremost, praise be to Allah SWT for providing us with the opportunity to finally finish our business proposal for the ENT300 course.

We, as a group, are taking this as a learning experience since it reflects our will and ability to do so. For the sake of business opportunities, this business project plan is hoped to be one means for us to put our abilities and interests to the test in a variety of ways, as well as a guideline to stimulate our efforts to become educated and successful business people.

Second, we'd want to express our gratitude to Dr. Nor Hidayatun Binti Abdul Razak, our beloved lecturer, for providing moral support, being so helpful in completing our business proposal, and being so kind to us.

Furthermore, we want to extend our thanks to our parents for their unwavering support. We'd also like to thank our classmates from EC1104I for being cooperative and honest in exchanging opinions and ideas among classmates, which has led to stronger friendships and a class that is regarded as one of the finest in the region.

Finally, we'd want to express our gratitude to our group partner, Mohammad Amir Hazim Bin Mohammad Hassan, Muhammad Nizamuddin Bin Mohd Nordin, Nurul Husna Binti Baharudin, Nurul Rasyidah Binti Ismail and Nur Qurratu Ain Binti Ayub for being so patient and understanding until we were able to overcome all of the obstacles that came our way in various ways. Thank you a lot.

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EXECUTIVE SUMMARY

Whisked Bakery Enterprise is a brand new business based in Bandar Tun Razak, Jengka, Pahang. It is one of the companies that Bumiputra manages. The partnership members came up with the name for this company during their discussion. It shows how we embed our products in the hearts of our customers until they are reminded of our company's name, which is simple and catchy.

In terms of the business, we provide unique and delectable cakes to the residents of Bandar Tun Razak. People nowadays do not put basic food on their own regular meals as a result of environmental changes. Based on our research, we have determined that we will supply Malaysians with simple and unique cakes that are of good product quality.

We are launching the company with a total capital of RM30 000 and five partners. We, the five employees, assumed the roles of general manager, administration manager, operational manager, marketing manager, and financial manager.

Our customer base includes the people of all income levels and ages. Our products will be available to purchase by children as well.

Every entrepreneur should have a business plan. It is prepared for a group of people that includes the company's owners, bankers, suppliers, customers, and staff. This plan is part of the Business Plan chapter, which includes marketing, operating, organisational, and financial plans.

We are optimistic that we will be able to meet our financial goals. We will receive our return modal in a short period of time, and our current ratio will cover our liabilities, putting our company in the maximum comfort stage.