



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 300 – REPORT OF THE CINNA BITES

TOPIC:

ASSESSMENT 3 : BUSINESS PLAN

PREPARED BY:

ZULFAIZ BIN ZULKIFFLI

(2014431702)

NIK AHMAD AZFAR BIN NIK MAZLAN

(2014804516)

MOHAMMAD ALLIFF HAKIMI BIN MOHAMMAD SAMRI

(2014679232)

SYED MUHAMMAD AIZAT BIN SYED ALWEE

(2013615164)

PREPARED FOR:

DR. AZLIN SHAFINAZ ARSHAD

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1.0 BUSINESS DESCRIPTION

1.1 Name of company

'THE CINNA BITES'.

The company was register under THE CINNA BITES. The name of the company was given in honor of the main product sold by the company and inspired by the chairman and the staff of the company.

1.2 Nature of Business

The Cinna Bites is new set up company that focuses on supplying food, cinnamon roll. Our company sells various type of flavor, supply a ready-made cinnamon roll, and also accept for any order from the catering or wedding event. The Cinna Bites is planning to "expand the business and become popular among people in Malaysia and all over the country.

1.3 Industry Profile

In Sweden, Cinnamon roll are already been famous among the people in their country. In Malaysia, people still do not know the existing of the food name Cinnamon Roll. Nowadays, there is a lot of café providing a dessert with ice cream or cakes but the cinnamon roll is the new latest issue to be categorized as a dessert. Cinnamon roll is a Halal food that is make by the all muslims' staff and the process of mixing the ingredient and making the cinnamon roll are

according to the way of Islam followed by the right nutrients in cinnamon roll. Currently, our company is the first company who the only one supplying the cinnamon roll in Malaysia. Thus, our company has one professional chef who are very master in baking and pastries to fulfil the customers and company the best needs.

1.4 Location of Business

No. 22 Jalan Padi Emas 1/5,
Uda Business Centre,
Bandar Baru Uda,
81200 Johor Bahru,
Johor.

1.5 Date of Business Commencement

Our company has been registered on 1st September 2016 and started our operation on 1st January 2017. Our registration numbers are 00187277-v. It is a partnership business.

1.6 Factor in Selecting Proposed Business

This business was chosen due to several factors. We found out that doing food business nowadays a really gives a huge profit and benefits to our company. So, we decided to supply a food name cinnamon roll because of there is still no company that supply and sell the cinnamon roll. Other than that, we also very confident and sure that our company can produce a good quality of the cinnamon roll from the master chef. Besides that, we also offer low prices for our customers. These industries still have a low competitor

which produce product same like us compare to our business. This business create a variety of The Cinnamon Roll product so then can create a demand to customers.

1.7 Future Prospect of the Business

Our future prospect of the business is our Cinnamon Roll are accepted and recognized by Malaysian within one year and able to have at least one branch in every state in Malaysia also export our Cinnamon Roll throughout Southeast Asia within five years and to open branches in every country in Asia with 70% profit recognized by all people within 10 years.

1.8 PURPOSE OF THE BUSINESS PLAN

The Cinna Bites is fully owned by Bumiputra. With the formation of this company, we hope success and sustain will be favorable to our company. We hope our company will be successful to attract the customers or any other company to joint venture in developing this business to worldwide coverage. We also hope that with success of our company, we will established and well known in Food Company. The targets of our company are to become the 1st founder food.

Next, this business plan also prepared for getting license and permit from certain department that relate to this project especially district of health department and JAKIM to get halal certificate Furthermore, second purpose This business plan is prepared as to convince Maybank Berhad in obtaining working capital loan from Maybank Berhad for RM 50,000 open a business namely The Cinna Bites

We take loan from Maybank Berhad because this bank is mainly function as a development financial institution to nurture and meet the unique needs of small and medium enterprises (SMEs) and also this bank provide New Entrepreneur Fund (NEF). A government-aided fund to stimulate the growth of small and medium-sized Bumiputra enterprises and encourage business ventures with established corporations.

1.8.1 OBJECTIVES

1.8.1.1 Provide good customer services.

1.8.1.2 Increase productivity by decrease the cost per unit.