



FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

HOUSE OF BAKING SUPPLIER

SUPPLY HALAL BAKERY INGREDIENTS

PREPARED BY

**FACULTY & PROGRAMME : FACULTY OF ARCHITECTURE, PLANNING AND
SURVEYING / DIPLOMA IN QUANTITY SURVEYING**

SEMESTER : SEMESTER 4

PROJECT TITLE : BUSINESS PLAN

GROUP MEMBERS :

- 1. AMMAR UMAIRUL SABRI BIN MAT NAWI
(2017202144)**
- 2. MUHAMMAD AZIM MUBARAQ BIN MHD AZHARI
(2017205038)**
- 3. NUR BALQIS BINTI ZAINUN ABIDEN (2017202606)**
- 4. SITI ILI MAISARAH BINTI MAT KAMIL (2017204954)**

PREPARED FOR

MADAM NUR HAZWANI BINTI ZOLKIFLY

SUBMISSION DATE

WEEK 14

TABLE OF CONTENTS

LETTER OF SUBMISSION.....	i-ii
ACKNOWLEDGEMENT.....	iii-iv
EXECUTIVE SUMMARY.....	v-vii
1 INTRODUCTION.....	1-2
1.1 Name of Business	
1.2 Nature of Business	
1.3 Industry Profile	
1.4 Location of the Business	
1.5 Date of Business Commencement	
1.6 Factors in Selecting the Proposed Business	
1.7 Future Prospects of the Business	
2 PURPOSE.....	3-4
3 BUSINESS BACKGROUND.....	5-8
3.1 Vision and Mission	
3.2 Organizational Chart	
3.3 Logo and Motto	
4 BACKGROUND OF PARTNERSHIPS.....	9-11
4.1 General Manager and Financial Manager	
4.2 Administration Manager	
4.3 Marketing Manager	
4.4 Operation Manager	
5 LOCATION OF BUSINESS.....	12-13
5.1 Physical Location of the Project	
5.2 Building	
5.3 Basic Amenities	
6 MARKETING PLAN.....	14-24
6.1 Marketing Objectives	
6.2 Description of Products	
6.3 Target Market	
6.4 Market Size	
6.5 Competitors	
6.6 Market Share	
6.7 Sales Forecast	

LETTER OF SUBMISSION

Diploma in Quantity Surveyor (AP114)
Faculty of Architecture, Planning And Surveying
Universiti Teknologi MARA Perak
Seri Iskandar Campus
32610 Seri Iskandar
Perak

April 2019

Puan Nur Hazwani binti Zolkifly
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Perak
32610 Seri Iskandar
Perak

Madam,

Submission of the Business Plan (ENT 300)

Attached is the business plan title “House of Baking Supplier” to fulfill the requirements as needed as university requirements.

Below is the list of the group members that involved in completing this business plan:

1. Ammar Umairul Sabri Bin Mat Nawi (2017202144)
2. Muhammad Azim Mubaraq Bin Mhd Azhari (2017205038)
3. Nur Balqis Binti Zainun Abiden (2017202606)
4. Siti Ili Maisarah Binti Mat Kamil (2017204954)

Thank you,

Yours sincerely



.....
Muhammad Azim Mubaraq Bin Mhd Azhari
General Manager

ACKNOWLEDGEMENT

In the name of "Allah", The Most Beneficent and Merciful who give us strength and knowledge to complete this assignment, our business plan-'House of Baking Supplier'. We would like to thank to many great people who helped and supported us during the completion of this report.

Our deepest thanks to our Fundamental of Entrepreneurship's lecturer, Madam Nur Hazwani binti Zolkifly for your perfect guidance towards our business plan and also for your continuous valuable guidance for improvements and completion of our assignment successfully.

We take this golden opportunity to thank our group members that always stick together and work hard to produce a good assignment with all afford and responsibility. Hope that all the afford will give us a lot of benefits to our group assignment.

On the other hand, big thank also we address to our parents who keep on supporting and encourages us in our way on finishing our assignment. Last but not least, million thanks to our classmates because they also helps us in doing this report. They always give us ideas and comments on our project so that we can improve in many ways.

EXECUTIVE SUMMARY

First of all, The purpose of this report is to provide an overview of the business we have undertaken and the businesses that have been taken into account by us before commencing business. not only that we also want to make sure that our business is on par with other entrepreneurs and even more so can satisfy our customers.

So, this is summary information about our busniess. The name given for our company is "House Of Baking Supplier" because our business is selling bakery ingredients besides taking further orders to free delivery to our customers. This is a special offer given to customers as well as the supplied bakery ingredients are halal and clean from harmful chemicals.

House Of Baking Supplier is a company we actively established and own by the partnership. Since we started our business on a small scale as a starter and just have a premise for processing the product with our own recipe like chocolate flavor and carry out management activities. As in this case, we need to produce product or bakery ingredients with good quality,halal and clean because this is our specialist from other bakery supplier . So that our companies to be main focus for customers to come to our shop and provide excellent bakery ingredients to our customers by supplying our products according to demand.

We chose this business because we want to give something new to our customers through our products or bakery ingrdients already existing now. On the other hand, we want a return to double profit every request from customers. Future, we hope to have a processing plan larger products and opening several branches in other states in Malaysia and overseas.

From the name of company , automically we can know what kind of business is running is we as supplier to bakery ingredients like various flavor of flavour , flavoring, oil and shortening, dairy and milk and so on. We also give discount to our customer if they buy with large amount or quantity of bakery ingredients and providing free delivery for every purchase.

We also provide several of marketing strategic to increase and developing our busniess not only in Malaysia but also in overseas. The marketing strategic used is media massa and advertisement especially like facebook, instagram, twitter, email, and others. This is very important so that our business can be recognized by the public in whole the world in addition can increasing the quantity of demand for our products and can gain more profit monthly.