



اَوْنِيُوْ تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

AD'S SISTER'S SENDERIAN BERHAD

THE SISTERS CAFÉ

PREPARED BY

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PROGRAMME : DIPLOMA IN LANDSCAPE ARCHITECTURE (AP148)
SEMESTER : SEMESTER 4
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SUBMISSION DATE

17 JULY 2020

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EXERCUTIVE SUMMARY

AD 'S Sister's Sendirian Berhad provides customer-friendly bakery goods and services, including the selection of cake, pastry, bread and brownies that brings maximum customer satisfaction.

Most of our customers are medium and upper-class customers who want to purchase products with an extremely affordable price product. We also recruit successful staff, since our service is distributed to the customer's house. Sister's Café provides a range of pastries that provide health-related foods, low sugar, low calories and Halal certificates.

Across Sabah and Sarawak, particularly the AD's Sister's Sdn. Bhd., the company has seen a year-over-year acceleration in growth. Kota Kinabalu is a region where many couples marry from various cultures and races, but with specific types and tastes the market for cakes grows through the year. While there are four companies like us in Kota Kinabalu at the moment, only this business has a unique delivery services and café.

AD's Sister's Sdn. Bhd. the marketing strategy consists of highlighting the quality and price of our products and services. We sell the inexpensive quality, since many citizens have very small wage and poor families in Kota Kinabalu. Therefore, we establish a marketing policy that allows our shop especially poor people desirable to visit.

The management of AD's Sister's Sdn. Bhd. Amanda Diasip, Aileen Diasip, Anastasia Diasip, Abigail Diasip and Desley Calvin represent 5 lead staff. Our employees have vast experience in banking, market, distribution, administration while at the Hotel Sutera Harbour, Aileen is the only employee with experience employed in the bakery market. Because of separate roles and partners' portfolio, five couples will carry on job obligations together.

We already have service and product investments, and continue to develop our business actively through newspaper, advertising and signboard. The precious bakery and cake which is the Sdn of AD 's Daughter. Bhd: Bhd. Are sure to draw buyers throughout the Kota Kinabalu and Ranau region.

1.0 BUSINESS DESCRIPTION

Business plan is a set of documents managed by an organization to summarize their marketing, operational, and financial goals for the near future. It provides step-by-step directions once we commence our company. It also provides an understanding of how to achieve the aims of the organizations. This business plan is very important for a young mine company like the AD 'S SISTER 'S SDN BHD, because it will allow us to hold our companies on the Malaysian sector for longer.

1.1 FACTORS IN PROPOSED BUSINESS PLAN

1.1.1 To assess the viability of the project and its growth potential

All in the organization can utilize the details found in the business plan of the corporation, whether to establish production objectives, direct decision-making around continuing activities, or access output of employees in terms of their willingness to achieve the expectations set out in the business plan. Performance and success of a business may be calculated under targeted targets that involve revenue, spending, time period and strategic strategy. Business strategy also lets a project planner or entrepreneur recognize and concentrate on possible trouble areas, both within and outside the company.

1.1.2 To apply for credit or financing facilities from the financial institution concerned

The business strategy reveals the company's financial flexibility especially when applying for loans, which convinces creditors to contribute funding or any financial organization. The lender or financial company may assess the willingness of a business to cope with further leverage and, in some instances, equity funding. The corporate strategy outlines the cash flow needs of the organization and includes a comprehensive overview of the liquidity, capitalization and the financial results expected. This offers verifiable information of a company's results to prospective borrowers and creditors and threats can be correctly defined and measured. If the business has good business planning they will be interested in investing in the business. They would be more comfortable for the financial institutions in lending to the business to fund the commercial operations of the firm. But the successful strategic strategy is going to play a significant part in bringing their fund to support the company operations.

1.1.3 To act as guidelines for the management of the planned undertaking

This strategic strategy offers the company with guidance for creating, organizing, handling, managing and monitoring our enterprise including day operations, schedule, financial projections, objectives, target audience and also long-term targets. It is also an organization's strategic plan which is important for determining the effectiveness of these company. A good market owner recognizes that a well-written strategic strategy will include organizational assistance from day to day. Organizations that remain focused on their business plan have a greater chance of success, if they used as a road map, it can help business leaders stay focused on the goals of business growth, mission and organization.

2.0 OWNER DESCRIPTIONS

2.1 Owner of Shop



Table 2.1 Background of Owner

Name of Owner	Amanda Diasip
Identity Card Numbers	000808-12-0589
Permanent Address	No 17, Taman Rekreasi, Kampung Novunsu, Penampang, Sabah
Correspondence Address	PH 1234, Taman Pandan Indah, Kampung Gunging, 55907 Sabah, Malaysia
E- Mail	amandadiasip@yahoo.com
Telephone Number/Fax Number	014-2011425
Date of Birth	08 August 2000
Marital Status	Single
Academic Qualification	<ul style="list-style-type: none">• Diploma in Landscape Architecture• Bachelor Business Marketing
Course Attended	Landscaping and Marketing
Skills	<ul style="list-style-type: none">• Fluent in speaking and writing in English and Malay• Can speak Mandarin and Kadazan• Drawing and marketing skills
Experiences	Works as a sellers
Present Occupation	None
Previous Business Experience	None