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UNIVERSITI TEKNOLOGI MARA

ARCO CUPCAKES

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LETTER OF SUBMISSION

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Miss,

SUBMISSION OF BUSINESS PLAN REPORT

Referring the above title, we would like to graciously submit our Business Plan Report that we have finally completed based on our studies and research. This has been done following the prepared guidelines and procedures.

2. We would like to thank your kindness and generosity in guiding and leading us in making this proposal all this while. Without your advice, we certainly would not be able to come out with such determined and dedicative proposal.

3. We will keep the knowledge, skills and information we have gathered for our good in the future. This Business Plan covers all aspect of starting the business administration, marketing, operation and financial status of company.

ARCO CUPCAKES

1.0 EXECUTIVE SUMMARY

Arco Cupcakes is a partnership company which is wholly owned by a Bumiputera. There are criteria and conditions that have to be fulfilled which required involvement of effort and precision of producing our products. With such conditions, the business can run smoothly and organization goal can be achieved.

Along with the cooperation among the executive in this company, we have planned firmly the operation from the administrative till the financial plan in order to equip our company performs with minimum barriers and greater returns. Administration Executive will supervise a unit or section that provides various types of administration support and operating department provides administration of a specific function or program within administrative support department. This person also supervises the staff performance and ensuring the staffs are trained with the purpose to utilize the resources effectively and efficiently.

Marketing Executive is responsible to design effective and cost-efficient program. In company analysis, marketers focus on understanding the company's cost structure and cost position relative to competitors, as well as working to identify a firm's core competencies and other competitively distinct company resources. Marketing Executive liaise with the Financial Executive to analyze the profits of this firm is generating from various services lines and customer accounts.

The presence of Operational Manager in this company is responsible to build and maintain strong working relationships with all level of staff in the office. Most important, he will implement standard operating procedures and system in alignment with corporate policies to increase and ensure smooth day-to-day operations. With the continuous cooperation and commitment among us and the other staff, we strongly believe that Arco Cupcakes will be the first place to be visited by the customer who wishes to enjoy quality cupcakes.

ARCO CUPCAKES

1.2 PURPOSE OF BUSINESS PLAN

Business plan prepared by Arco Cupcakes with a particular purpose in mind has been stated in clear, concise and coherent manner as below:

1. To allow the entrepreneur to view and evaluate the proposal business venture in an objective, critical and practical manner.

The collapse of many business ventured can be attributed to the decisions and planning of the entrepreneurs who rely more on emotions and gut feeling rather than objective and rational considerations. With a Business Plan the entrepreneur has solid and well grounded information to supplement the planning and decision making process. This way, the entrepreneur has a more realistic and practical business plan.

2. To analyses and evaluate the viability of a proposed venture.

A Business Plan can be used as a basis of determining the viability of a proposed venture. The information gathering and analysis that is done as part of preparing the Business Plan can give an early indication as to the viability of a project. Hence, the entrepreneur can make a better judgment before investing in the proposed venture.

3. To convince relevant parties of the investment potential of the project.

The Business Plan can be used as a communication tool to convince potential investors of the viability of a proposed venture. The availability of a Business Plan will boost the confidence of interested parties to finance partially or fully the cost ventured. Potential investors include financial institutions, private/individual investors, suppliers and government agencies.

4. As a guideline for managing the business.

The Business Plan also is used as a guideline for managing the proposed venture. In preparing the Business Plan, the entrepreneur has thought out and laid down the plans and strategies for running the ventured. When the venture becomes a reality, the plans