



MADE YUM[®]
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MADE YUM (MY) ENTERPRISE

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300): BUSINESS PLAN

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FACULTY & PROGRAMME : **DIPLOMA IN HALAL MANAGEMENT,
FACULTY OF ACADEMY
CONTEMPORARY ISLAMIC STUDIES
(ACIS)**

SEMESTER : **SEPT 2019 - JAN 2020**

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SUBMISSION DATE : 20 July 2020

ACKNOWLEDGEMENT

I am overwhelmed in all humbleness and gratefulness to acknowledge my debt to all those who have helped me to put these ideas and give me any references, well above the level of simplicity and turn into something concrete and complete. I also would like to express my special thanks of gratitude to my subject Fundamentals of Entrepreneurship (ENT300) lecturer, Madam Asiah Binti Ali who gave me the golden opportunity to do this wonderful project on the topic business plan, which she also helped me in doing a lot of Research and I came to learn about a lot of new things. I am really feel grateful and thankful. In addition, any attempt from any level can't be satisfactorily completed without the support and guidance of my beloved family and friends. I would like to thank my parents and my siblings who actually helped me a lot in gathering different information, collecting data and guiding me from time to time in making this project, despite of their busy schedules, they gave me different ideas in making this project unique and be successful. Also my friends which is always consider to share their information with me from beginning until the last period.

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EXECUTIVE SUMMARY

Made Yum (MY) Enterprise is a start-up bread bakery retail establishment located in Shah Alam. Made Yum (MY) expects to catch the interest of a regular loyal customer base with its broad variety of bread products. The company plans to build a strong market position in the town, due to the mild competitive climate in the area. Made Yum aims to offer its products at a competitive price to meet the demand of the middle-to higher-income local market area residents and tourists.

Made Yum (MY) is incorporated in the state of Selangor, Malaysia. It is sole proprietorship which equally owned and managed by a general manager, Nuraina Athiqah Mohammad which has extensive experience in sales, online marketing. The company intends to hire three chefs and two chef assistant in full-time bread bakers and one cashier to handle customer service and day to day operations.

This company also offers wide range and variety of breads which freshly bakes from oven. Top three from them are Chocolate bread, Butterscotch and croissants. All are made from good and high quality materials to keep the breads quality. Six to eight moderate batches of bakery and pastry products are prepared during the day to assure fresh baked goods are always available.

The bakery industry in Malaysia has recently experienced rapid growth. The residents in Shah Alam, Selangor stimulates consumption of bread and pastry throughout the year. MY wants to establish a large regular customer base, and will therefore concentrate its business and marketing on local residents, which will be the dominant target market. This will establish a healthy, consistent revenue base to ensure stability of the business. In addition, tourist traffic is expected to comprise approximately 30% of the revenues. High visibility and competitive products and service are critical to capture this segment of the market.