



UNIVERSITI TEKNOLOGI MARA SARAWAK
FACULTY OF PUBLIC ADMINISTRATION AND SCIENCE POLICY
DIPLOMA IN PUBLIC ADMINISTRATION
(AM1104D)

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

COMPANIES NAME: PELANGI CAKE HOUSE

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GENERAL PLAN:

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Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Pentadbiran Awam** untuk membuat satu kertas projek bagi Kod Kursus **ENT300 (Fundamentals of Entrepreneurship)**.

Maklumat-maklumat daripada jabatan/agensi/syarikat tuan/puan amatlah diperlukan bagi melengkapkan kertas projek tersebut. Semua maklumat yang tuan/puan berikan adalah untuk tujuan akademik sahaja.

Sila hubungi Penyelia Projek, **En. Johari Abdullah** talian **0109568869** sekiranya pihak tuan/puan ingin mendapatkan maklumat lanjut berkaitan perkara di atas.

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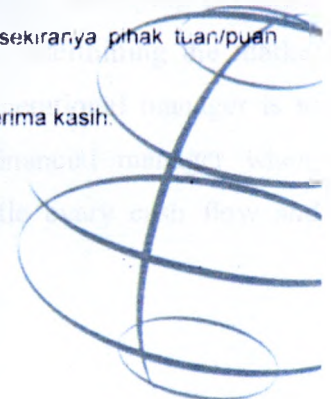
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1.3 EXECUTIVE SUMMARY

Our company name is Pelangi Cake House. In our business, we have decided the partnership in our business. Each of the partnership has contributed certain amount of capital. The main business of activity is to serve the customers with good quality service and fulfill what the customer want. Our business focuses on the quality of ours cake which can satisfy for the customer taste. We will open up the business at Jalan Ilmu, Kota Samarahan, Sarawak.

In our company we have own organization and divided into five subordinate. The five subordinate is administration manager (Jessica anak Jelibok), marketing manager (Nurul Farina Binti Mohamad Faizul), operational manager (Shammilla anak Kana and Lasmemar Binti Ikhwan) and financial manager (Jacy anak Kusari). The leader of ours company is General Manager. Our General Manager is (Siti Hamidah Binti Abdul Kudus). Our company has two operational managers which is operational manager one and operational manager two.

The General Manager is responsible in planning, controlling, leading and organization. The administrative is manager responsible in doing all jobs relating to office administration. The marketing manager responsible in preparing the marketing process that is identifying the target market, determining the scope of market, identifying the competitors, determining the market share, developing the sales forecast and marketing strategies. The operational manager is to control and monitors the operation of organization and last is financial manager where responsible in dealing with financial statement, balance sheet, handle every cash flow and financial transaction also the cost of production.

PELANGI CAKE HOUSE

1.4 INTRODUCTION TO BUSINESS PLAN

A business plan is a written document which described the proposed business to be undertaken in a comprehensive manner. It is also known as a working paper, business proposal, project paper or prospectus. Besides the business plan also is a formal business where have a set goal. In this business plan have target customer. This target customer usually depends on what the customer want.

Our company, The Pelangi Cake House is a business selling the cake. Our product is cake but not only focus to one type but our company also produces more type of cake. One of that is cheese cake, "kek lapis" and chocolate cake. Our company is the business produces the modern and the traditional cake. In our company we have five partnerships where they agree in agreement letter which the amount of profit, capital and loss.



PELANGI CAKE HOUSE