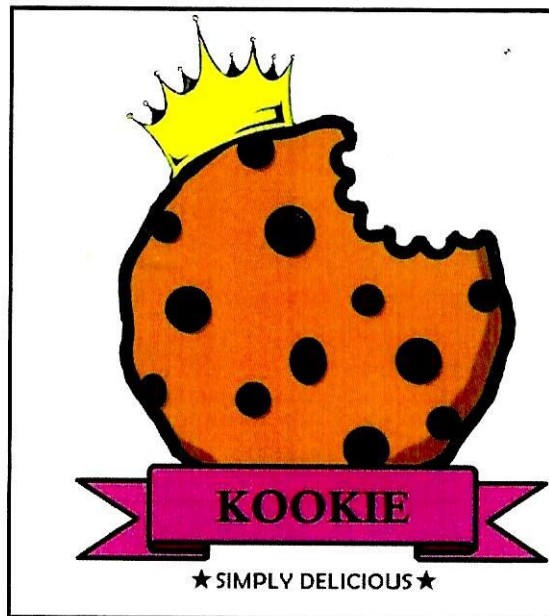




UNIVERSITI TEKNOLOGI MARA  
FACULTY OF CIVIL ENGINEERING



KOOKIE

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# **SUBMISSION OF BUSINESS PLAN**

ENT300 students

Diploma In Civil Engineering

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18<sup>th</sup> SEPTEMBER 2015

Miss Philomina Francis,

## **EXECUTIVE SUMMARY**

The name of our business is KOOKIE. Our business is in the form of partnership which consists of four members. Each partner contributes certain amount of capital as agreed in the partnership agreement.

Every members are actively participating the business. We have reached to a consensus that Nur Afiqah binti Mohamad Sa'id is selected as the General Manager as well as the Administrative Manager, Nor Asyirin binti Rejal as the Marketing Manager, Nurhidayah Aini as the Operational Manager and IkaYunita binti Hasman as the Financial Manager. The selection of the General Manager is based upon the agreement among the partners and is selected based on the experience, skills and ability.

The management team will be lead by the General Manager and assisted by the other managers. The General Manager is responsible in planning, leading, controlling and organizing the business. The Administration Manager is responsible for all administrative tasks such as planning and arranging the remuneration schedule of salaries and wages. The Operation Manager is responsible for the operation and will be supervising and coordinating the operation of the business.

Meanwhile, the Marketing Manager is responsible to create the marketing plan, identifying the customers' needs and demands, identifying the competitors, the target market and the market size forecasting in the future. Lastly, Financial Manager will handle all the financial matters such as preparing the budget and financial statements for the expenses of each departments and controlling the money flow of the organization.

# **INTRODUCTION OF BUSINESS PLAN**

During the time we setting up our business plan, it really requires us to have an efficient management. This includes good control in various aspects such as the company's administration, marketing strategies, operation plan and financial control. All business partners must fully involve in achieving company's goals.

Nowadays, in Malaysia as in any other developing countries the business sector has an enormous potential for improving the nation's economy and income. Due to this positive development, we find ourselves interested in getting involved in the business sector. As we have seen, there are a lot of businesses in Malaysia, especially businesses involving selling handmade products. At this point of view, we can see how people try to involve themselves in businesses to gain profit. Despite the active participation of Malaysian businesses, there is a dearth of businesses offering their own products in developing areas in Malaysia, specifically in Kuching, Sarawak.

We have decided to be involved in this market because of the increasing demand of cookies in the society. So, we decided to set up a partnership dealing with selling homemade cookies. This can help our partnership to be known as one of the prominent businesses to provide this kind of business.

KOOKIE is specialised in baking homemade cookies. Our main products are cookies specializing in almond cookies, beside providing gifts or souvenirs packaging. Our vision is to be the prominent cookie seller in Kuching and to inspire people, expand globally and spread positivity to achieve a customer-friendly environment and efficient business management flow.

Our mission is to improve the business in 5 years by expanding the business through the industry in Malaysia without neglecting the customer demands.

The objectives of our business are:

- To gain a certain amount of profit in the period of three years.