



اَوْبُوْ سَيِّدِي تِيْكَوْلُوْ كِيْ مَبَارَا
UNIVERSITI
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MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

NAME OF COMPANY :

FLOWERS BAKERY ENTERPRISE

TYPE OF BUSINESS :

PRODUCT

PREPARED BY:

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TABLE OF CONTENT

CONTENT	PAGE
ACKNOWLEDGEMENT	4
COVER LETTER	5-7
CHAPTER 1: INTRODUCTION	
• EXECUTIVE SUMMARY	8-9
• PURPOSE OF BUSINESS PLAN	10-11
• COMPANY BACKGROUND	12
• PARTNERS PROFILE	13-16
CHAPTER 2: MARKETING PLAN	
• DEFINITION AND CONCEPT OF MARKETING	17
• MARKETING OBJECTIVE	17
• STEPS IN MARKETING PLAN	18
• DEFINITION AND CONCEPT OF PRODUCT	18-19
• TARGET MARKET	19-21
• MARKET SIZE	22-23
• COMPETITORS	23
• MARKET SHARE AND SALES FORECAST	24-27
• MARKETING STRATEGY	27-32
• MARKETING PLAN	32-33
• MARKETING BUDGET	34-35
CHAPTER 3: OPERATION PLAN	
• OPERATION INTRODUCTION AND OBJECTIVES	36
• PROCESS PLANNING FOR THE MANUFACTURING	37-39
• PRODUCTION PLANNING	40-41
• BUSINESS AND OPERATION HOUR	41-42
• MATERIAL PLANNING	43-44
• MACHINE AND EQUIPMENT PLANNING	44-45

<ul style="list-style-type: none"> • MANPOWER PLANNING • LOCATION PPLANNING • LICENSE, PERMIT AND REGULATION • OVERHEAD COST • OPERATION BUDGET • PROJECT IMPLEMENTION SCHEDULE 	<p>45-46</p> <p>47-48</p> <p>48-50</p> <p>51</p> <p>51</p> <p>52</p>
<p>CHAPTER 4: ADMINISTRATIVE PLAN</p> <ul style="list-style-type: none"> • VISION, MISSION AND OBJECTIVE • ORGANIZATIONAL CHART • LIST OF PERSONNEL ADMINISTRIVE • SCHEDULE OF TASK AND RSPONSIBILITIES • SCHEDULE OF RENUMERATION • LIST OF OOFICE FURNITURE AN OFFICE SUPPLIES • ADMINISTRATION BUDGET 	<p>53</p> <p>54</p> <p>55</p> <p>56-58</p> <p>58-59</p> <p>59-61</p> <p>62</p>
<p>CHAPTER 5: FINANCIAL PLAN</p> <ul style="list-style-type: none"> • START UP INFORMATION • SOURCE OF START UP FINANCING • ANNUAL SALES AND INCOME • PRO-FORMA CASH FLOW STATEMENT • FINANCIAL STATEMENT 	<p>63</p> <p>63</p> <p>64</p> <p>66</p> <p>67-69</p>
<p>CONCLUSION</p>	<p>70</p>
<p>APPENDICES</p>	<p>71-73</p>

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Thank you.

EXECUTIVE SUMMARY

We are the company that making cakes and brownies with fluffy and affordable price around Seremban. We are choosing to make this product because of our vision was to establish good quality and halal of food product that produced by Bumiputera in the global industry of pastry food product quality in the world. We also provide many benefit for the people that have big event such as birthday party, anniversary because with the low price but they can get customade cake and also free delivery service. We put an average price which are RM15 for the cake and RM35 for our brownies because we want people that come from different age could buy our product and become happy to taste our product. We believe that our product can reach people heart and able to compete with other competitor in the pastry industry.

The business will start on 2020 which is one year from now. As we already decide that we need eight person which is ourselves to fill the following position in our company. For example, general manager, financial manager, marketing manager and operation managers and two staffs. We believe that we could handle the things since we have different ability and also known each other very well. The place also at the strategic place that able for our business to expand. It is because the area around Seremban help us to get large target size because of the population which are come from workers ,university students, primary and secondary student .

Next, product strategy have been prepared to introduce our product to our customers which is includes brand names, product packaging, product safety trade name and labelling. By using media social such as Facebook page, and Instagram we have viral the advertisement about our product. Moreover, we also using outdoor advertisement such as