



اَوْبَهُوَ سَبِيْتِي تَنْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDEMENTALS OF ENTREPRENEURSHIP (ENT 300)
FACULTY OF ARCHITECHTURE, PLANNING AND SURVEYING
DIPLOMA IN ESTATE MANAGEMENT
INDIVIDUAL ASSIGNMENT FOLDER

Course Code : ENT300 (AAP1154F)
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Name of lecturer : PUAN SALINA BINTI NORANEE

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Title: Business plan Name of company: Drive-By Mochi's	
Due Date of Assignment: 10 July 2020	Submission Date: 10 July 2020

DECLARATION: I declare there is no part of this assignment has been copied from other person's work except where due acknowledgment is made in the text, and no part of this assignment has been written for me by any other person except where such collaboration has been authorized by the lecturer concerned.

Date: 10 July 2020

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EXECUTIVE SUMMARY

Drive-By mochi's is a sole proprietorship. It is located at Pt, 462, Ground floor, Jalan Jambatan Sultan Yahya Petra, Kg Sireh, Kota Bharu, Kelantan, Darul Iman. I have chosen this location because it is a strategic location. The date of the business commencement is on 1st January 2020. This bakery will serve good food and drink to the customer. Drive-By mochi's allows customers to get the high-quality services within reasonable prices.

Drive-By Mochi is determined to become the best bakery in town. It is also a place where we will provide a comfortable atmosphere where the customer can receive a good quality of baked goods fresh from the oven with a very affordable price. Not just freshly baked goods, we also have coffee and juices to serve to our customers. Most importantly, our bakery has a drive through section where our customers can just get their food without having to park and queue in the bakery. It will give some advantage to me because others bakery does not have the drive through and it will show the differentiate with other bakery. Thus, our bakery also has an event space where customers can celebrate any event with their family and friends.

My customers target is working people and students. Due to its busy area in Kota Bharu, there are a lot of people will come to our bakery. Working people who does not have the time to prepare their breakfast, can easily go to our drive through for a quick order. As for the students, they will come here for their short breaks between classes or even to have their breakfast with friends. If they love it, they would not hesitate to promoting our cafe to all their circles.

For administrative or organizational expenditure, it will be cost around RM 76286.55, while marketing budget will be around RM 16737. In operation budget, including machines, equipment, raw materials and overhead expenses, it will be costs RM 26822.30. Our profit in 2020 will be estimated around RM 524,000. While our profitability in 2021 and 2022 is estimated to be RM 892,800 and RM 930,000.

2.0 OWNER DESCRIPTION



Name of owner	Nurul Nazilah binti Zahari
Identity Card Numbers	001212-03-0784
Permanent Address	Kampung Alor Bakat, Melor, 16400, Kota Bharu, Kelantan
Correspondence Address	Pt, 462, Ground floor, Jalan Jambatan Sultan Yahya Petra, Kg Sireh, Kota Bharu, Kelantan
E-mail	Nazilah1212@gmail.com
Telephone number/Fax number	017-9541206
Date of Birth	12 December 2000
Marital Status	Single
Academic Qualification	Diploma in Estate Management
Course Attended	Culinary, Baking and Pastry Arts Program
Skills	<ol style="list-style-type: none">1. Able to handle Microsoft office, Microsoft excel, Microsoft word2. Have a good communication skill.3. Have a skill in baking
Experiences	Worked as a pastry chef assistant
Present Occupation	Pastry Chef
Previous Business Experience	<ol style="list-style-type: none">1. Have business experience in food industry which is in bakery and pastry product.2. Online business