



اوتنورسيٲي تيكنولوٲي مارا

UNIVERSITI TEKNOLOGI MARA



TASTY-LICIOUS DONUTS

ETR300 Business Plan

Prepared by:

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PREPARED FOR : MISS NORAINI BINTI SA'AIT

ACKNOWLEDGEMENT

Firstly, we would like to thank to Allah SWT because of the permission and the giving of healthy condition during the period in accomplishing of ETR300's business plan project. With the spirit of esprit de corps and teamwork, we managed to handle this project without any serious problems.

Due to this opportunity, we would like to frame the deepest appreciation to our beloved ETR300's lecturer, Miss Noraini binti Sa'ait because of their support and guidance, we finally able to accomplish our business plan project.

Special thanks are given to all our family and friends because of their moral and financial support and their willingness to share their knowledge to us.

EXECUTIVE SUMMARY

The name of our business is Tasty-Licious Donuts. This business is in form of enterprise which consists of five members. Each partner contributes certain amount of capital as agreed in agreement. **The main business activity is sells and produces donuts with various taste.** Only a few company willing to open and sell the donuts. We want to sell the donuts wish is better in quality and taste which satisfy customer's. Our target customers are peoples around Kota Samarahan, because the target area is have a huge population of students and family. Our business operation is at 9.300am to 9.300pm everydays. Our business uses the concept of cash system in value of exchange.

There are no sleeping partners and all are entitled to participate in the business management. We agreed that Syed Abdul Aziz bin Wan Halami is our General Manager and Administrative Manager, Donna Tracy anak Riden is the Operation Manager, Syed Mohd Tirmizi bin Wan Madehi as Financial Manager, Lessendra Dayun anak Andok as Marketing Manager and Stephanie Eleenora Fitzgerald as a Admin Manager. The selection of General Manager is based on consensus among all the partners and selected based on the experience, skills and ability.

The management team will be led by the General Manager and assist by the other managers. The General Manager is responsible in planning, leading, controlling and organizing the business. The Administration Manager is responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages. The Operation Manager is responsible to the entire job that related to the operation and will be supervise and coordinate the operation of the business. The Marketing Manager will be responsible to create the marketing plan, identifying the customer's need and demand, identifying the competitors, target market, market size and forecast the future market. Lastly, the Financial Manager will be handled the financial matters such as preparing the budget and financial statement for expenses of each departments and controlling the flow of the money of the organization.

SUBMISSION LETTER

ETR 300 Students,

Diploma in Admin Management
University Technology MARA Sarawak
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Jalan Meranek
94300 Kota Samarahan
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Miss Noraini binti Sa'ait

ETR 300 Lecturer
Universiti Teknologi MARA Sarawak
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Jalan Meranek
94300 Kota Samarahan
SARAWAK.

20 March 2014

Sir,

RE: SUBMISSION OF BUSINESS PLAN

As a representative of our company, Tasty-Licious Donuts, I would like to submit our business plan for your evaluation and further action. We are very grateful for the motivation, advice and support that have been given by you in order to accomplish this business plan and in the same time anchored us toward goals and objective of the preparation of this business plan until we finally completing according to time given and as scheduled.

Introduction to Business Plan

The name of our shop is Tasty-Licious Donuts. This business is in form of enterprise which consists of five members. Each partner contributes certain amount of capital as agreed in agreement. **The main business activity is sells and produces donuts.** We want to sell the donuts which is better in quality and taste which satisfy customer's need. Our target customers are peoples of Kota Samarahan, because the target area is have a huge population of students and family. Our business operation is at 9.30am to 9.30pm everydays. Our business uses the concept of cash system in value of exchange.

Name of the Company

The name of our company Tasty-Licious Donuts. We choose this name because it represents our business which is focusing on sell and produce donuts. We want to produce a well – tasty donuts like, Big Apple and sell it to our customers. These kinds of donuts are the best type of brand because of the high quality and taste of the donuts. We want to be known in the eye of the world as a company that produces tasty and delicious donuts.

Nature of Business

- Provide high quality in producing donuts and providing services to the customers.
- Ensure the effectiveness and efficiency in term of operation management system to gain customer's satisfaction.
- Healthy competitive spirit with other competitors in Kota Samarahan.
- Improving the business gradually and become a self sufficient competitor in related field of business.