



UNIVERSITI TEKNOLOGI MARA KAMPUS
SAMARAHAN

BUSINESS PLAN
SWEET LOVE BAKERY

Prepared by:

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Prepared for:

Encik Sapawi Jamain

LETTER OF TRANSMITTAL

Sweet Love Bakery, Ground Floor,
Lots 2294, 2634 & 3170, Sublot 9,
Maranek, Jalan Datuk Mohd Musa,
94300, Kota Samarahan, Sarawak.

Encik Mohd Sapawi bin Jamain,
Lecturer of ETR 300(Entrepreneurship,
UiTM Sarawak, Samarahan Campus,
94300 Kota Samarahan, Sarawak.

Sir,

Re: Submission of our Business Plan

As stated, I; Ahmad Azlan bin Azizan, as the General Manager and also the Administration Manager of Sweet Love Bakery, acting on behalf of my fellow group partners, would be interested in submitting our Business Plan for your reviewing purpose.

2. It is hoped that through the Business Plan proposed we are able to improve our financial base and also to further improve our preparation for in an appropriate way during the presentation. All information should be available in the Business Plan included together with this letter.

Your time and support is greatly appreciated.

Thank you.



(Ahmad Azlan bin Azizan)

General and Administration Manager of Sweet Love Bakery

EXECUTIVE SUMMARY

A bakery is a place where production of breads takes place. Sweet Love Bakery aims to be the main producer and supplier of baked goods in Samarahan and the surrounding area. In order for this to have effect, high co-operation is needed between the gears of Sweet Love Bakery itself.

In today's world, customers want the best out of their daily intake of foods. We found that bread is in the top tier of the universal food chain. Bread is also one of the most needed foods for daily consumption of one healthy adult.

If we take a time to browse the products sold in bookstores and stalls alike, we are most likely to see an article featuring recipes on how to make baked goods. Considering the fact that people are exposed to this all the time, Sweet Love Bakery is willing to take the risk by venturing into the business of producing baked goods for the customers.

Furthermore, customers are getting smarter and picky about their daily intake of food. We are willing to satisfy that needs and produce specially selected products for their everyday needs by producing first-rate dough-related products.

There are criteria and conditions that have to be fulfilled which require the involvement of effort and precision of producing baked goods. Without such conditions, the business cannot run properly and organizational goals will not be achieved. These conditions must be achieved in order for the business to take position in the first place.



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INTRODUCTION TO ADMINISTRATION PLAN

Administration is a vital requirement for any organization to thrive and succeed in its operation. Without Administration to administrate an organization, it is impossible for the company to run smoothly and there will be chaos throughout the company should any unfortunate events occur in the absent of an Administration Manager.

That being said, the Administration Manager of an organization is an important position in a company everywhere. An Administration Manager sets up the business that matters with the resources and determining the process that is best for the organization in order to achieve the organizational goals.

Another aspect that the Administration Manager covers is internal management of personnel. The said Administration Manager defines and highlights the best outcomes of harmonious relationship between all the staffs in order to get the best for the organization. This can also lead to better efficiency of resources and interaction within the organization itself.

Without an Administration Manager in a company, the vision and mission of the company are too vague and will not be understood by the staffs in order to be applied in the organization. The Administration Manager will also ensure the distribution of resources is applied evenly and fairly.

In order to be effective in matters above, an Administration Manager must be able communicate and sustain good relationships with the staffs. This will increase the accuracy of information each party receives during the transaction of information in the organization.

Sweet Love Bakery has one Administration Manager (who is also our General Manager) hired for purposes stated above. The vision and mission of the bakery are derived from such requirements needed from such position in Sweet Love Bakery.

