



اَوْنُوْرَسِيْتِي تِيْكَنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENTREPRENEURSHIP

(ENT 300)

“BAHULU’S ALA CARTE”

GROUP MEMBERS :

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PROGRAM : SR113

FACULTY : DIPLOMA IN SPORT STUDIES

LECTURER NAME : MADAM ESFARINA AMIZA

Diploma in Sport Studies,
Faculty of sport science & Recreation,
University of Technology Mara (UITM),
Jalan Meranek 94300,
Kota Samarahan, Sarawak.

Madam,

Lecturer of Fundamentals of Entrepreneurship (ENT300),
Faculty of Business Management,
Jalan Meranek 94300,
Kota Samarahan, Sarawak.

11th MAC 2015

Dear Madam,

SUBMISSION OF BUSINESS PROPOSAL

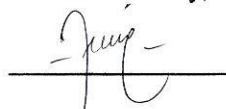
According to the statement above, Bahulu's Ala Carte Enterprise would like to submit our business plan for your analysis, evaluation, and also references. Our Bahulu's Ala Carte Enterprise partners and site address are as mentioned below:

1. Mohamad Agus bin Yusof (2013806782)
2. Mohamad Hariff bin Ramlan (2013894086)
3. Aslahuddin Azwan bin Hud (2013664538)
4. Hafizan bin Suhaimi (2013223744)
5. Ivan Walter Anak Litor (2013616662)

Business Address: Centre Point Sabah, No.1 Jalan Centre Point,
88000 Kota Kinabalu, Sabah.

We hope that our Business plan will be satisfying for your requirement and so our subject in Fundamental of Entrepreneurship (ENT300). We also hope that our business plan give a huge benefits to others, thank you.

Yours Faithfully,



A handwritten signature in black ink, appearing to be 'Jusip', is written over a horizontal line.

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1.0 INTRODUCTION OF BUSINESS PLAN

1.1 EXECUTIVE SUMMARY

In this business, actually it is based on our partnership which is consist of six (6) members while holding the important position in the company such as General Manager, Administrative Manager, Marketing Manager, Assistant Marketing Manager, Financial Manager and Operational Manager. The business modal on our partnership is amounted RM 180, 000 which is the total of contribution member is RM 30, 000.

Bahulu's Ala Carte is the most popular bahulu in our company. Bahulu's Ala Carte with tagline 'Sadap Baitu Kuih Bahulu' which located at Kota Kinabalu, with address: Bahulu's Ala Carte Enterprise, Centre Point Sabah, No. 1 Centre Point Sabah, 88000 Kota Kinabalu, Sabah.

Bahulu's Ala Carte is our company in which targeted on food production in Malaysia, especially Sabah. Differences in size and shape make this cake looks interesting and suitable to serve for any occasion. Most people in Malaysia like the light and dry texture that gives an opportunity to this cake to be one of marketable product as people love simple things especially food.

Furthermore, to make it more attractive and interesting, we decided to make some innovation by implying on our creativity and some element in this Bahulu making. Nowadays, taste is one of the important things in any products making it so tasty with flavor that might be a new attraction to people. Besides, we also have done some research that Malaysian is the one of developed countries and it is quite busy during day time. Normally, people who work during office hour and students especially do not have much time for breakfast. So, with this opportunity, they can just grab a packet of Bahulu with different taste of flavor.

1.2 PURPOSE OF BUSINESS PLAN

1. The Entrepreneurs (Bahulu's Ala Carte Managers)
 - Understanding the purpose of business and to manage the business effectively and efficiency.

2. Financial Institutions
 - To evaluate the capability of the purposed project and provide loan for the business. A financial institution involved in this business project is Bank Islam.

3. Suppliers
 - Help convince suppliers of our business activity thus benefiting both suppliers and our company.

4. Company Staffs/Workers
 - Help to understand the business's goals and objectives and give guideline to them.

5. Customers
 - Influence our customers regarding the products being offers and to confidence to them to have business with us. In addition, main objectives for development of Bahulu's Ala Carte company are first of all to focus on this Bahulu's traditional cakes and make the productions and demands not stunted.