



اُونِيُوَرَسِيْتِي تِيكْنُولُوْجِي مَارَا

UNIVERSITI
TEKNOLOGI
MARA

ENT 300

FUNDAMENTAL OF ENTREPRENEURSHIP

FAIRYCAKE CAFÉ

PREPARED BY :

NAME	ID NUMBER
EDORA LAURA ABDULLAH	2013238596
PRISCILLA ANDERSON	2013648038
AEMALINA BINTI ABG ABDUL KARIM	2013430426
SYAZWANI QAHIRAH BINTI MOHD IRTIDZAR	2013839892
NUR AQILAH BINTI PUASA	2013444052
SYARIFAH ZAMMIERRA BT WAN AHMAD	2013851498

PREPARED FOR : MDM ES FARINA AMIZA

DATE OF SUBMISSION : 29TH SEPTEMBER 2015

ENT300 Student

Diploma in Business Studies

UiTM Samarahan

Jalan Meranek

94300 Kota Samarahan

Sarawak

Mdm Esfarina Amiza

ENT300 Lecturer

UiTM Samarahan

Jalan Meranek

94300 Kota Samarahan

Sarawak

Miss,

Re : Submission of Business Plan

As stated above, I, Edora Laura Abdullah, as the General Manager of FairyCake Cafe and also as a representative for my group members, would like to submit our business plan for your evaluation and further action.

We feel highly motivated in completing this project because it gives us a clear and wide introduction about the fundamental of starting a business. The knowledge and experience that we have obtain upon completing this business plan will be useful for us in the future, especially if we intend to start a business.

EXECUTIVE SUMMARY

After doing extensive research on the business opportunity available in Boulevard Shopping Mall, Jalan Datuk Haji Tawi Sli, Kuching 93250 Sarawak. Our group has decided to specify our business plan as a partnership. Our company's name will be known as FairyCake Cafe. Our shop will be located at the Boulevard Hypermarket, First Floor, Jalan Datuk Tawi Sli, Kuching, 93250, Kuching, Sarawak. FairyCake Cafe is a form of partnership business which consists of 6 shareholders and each one of us contributes a certain amount of capital that has been agreed by each partner. The selection of each partner is based on their skills, qualification experience and field of expert. Every shareholder is allowed to be involved in the management and operation activities of the business.

To become a successful company, we have set our objectives for the organization. We wanted our FairyCake Cafe to serve high quality products and services to consumer that will purchase our main product that is cupcake. Other than that, we would also want to maximize our profit and minimize our production cost.

In addition, to establish and launched this business, we need a total project implementation cost amounted loan of RM 25 000 from the SME Bank and a total contribution of RM 51 500 from the shareholders. Although this business requires quite a large amount of money to start, we guaranteed that the annual operation budget will bring us profit and will be able to pay back the debt in a given period of time.

TABLE OF CONTENT :

	<u>PAGE</u>
<u>GENERAL PLAN:</u>	1
ACKNOWLEDGEMENT	2
EXECUTIVE SUMMARY	3
LETTER OF AGREEMENT	4-6
1.0 INTRODUCTION	7
1.0.1 NAME OF THE COMPANY	7
1.0.2 NATURE OF BUSINESS	8
1.0.3 LOGO OF THE COMPANY	9
1.0.4 INDUSTRY PROFILE	10
1.0.5 COMPANY BACKGROUND	11
1.0.6 DATE OF COMMENCEMENT	12
1.0.7 FACTORS IN SELECTING THE PROPOSED BUSINESS	12
1.0.8 FUTURE PROSPECT OF THE BUSINESS	13
1.0.9 PURPOSE OF BUSINESS PLAN	13-14
1.1 LOCATION OF THE BUSINESS	15
1.1.1 BUSINESS ADDRESS	15
1.1.2 TYPE OF BUILDING AND INFRASTRUCTURES	16-17
1.2 SHAREHOLDER BACKGROUND	18
1.2.1 SHAREHOLDER DETAIL	18-24
1.2.2 PARTNERS' CONTRIBUTION AND EQUITY	25
1.2.3 COMPANY'S STRATEGIES	26
1.2.4 COMPANY'S VISION, MISSION AND OBJECTIVES	27
1.2.5 AGREEMENT	28-30
<u>MARKETING PLAN:</u>	31
2.0 INTRODUCTION	32
2.1 OBJECTIVES	33
2.2 PROFILE OF PRODUCTS	34-35
2.3 MARKETING ANALYSIS	36
2.3.1 TARGET MARKET	36-37
2.3.2 MARKET SIZE	38
2.3.3 COMPETITIONS	39-40
2.3.4 MARKET SHARE	41-42
2.3.5 SALE FORECAST	43-44
2.4 MARKETING STRATEGIES	45
2.4.1 PRODUCT STRATEGY	46
2.4.2 PRICE STRATEGY	47-48
2.4.3 PLACE STRATEGY	49
2.4.4 PROMOTION STRATEGY	50-52
2.5 SCHEDULE AND TASK RESPONSIBILITIES	52
2.6 MARKETING BUDGET	53

1.0 INTRODUCTION

FairyCake Cafe is a form of partnership business consisting of six shareholders with experience in our own field and nature of job. All of these shareholders had agreed as stated in the agreement letter where the amount of capital, profit or loss will be divided as stated ratio. By doing a partnership business with all experienced managers, we are able to compete with other competitor and able to channel our creativity for our customers.

In other words, partnership business is a perfect option to be taken because the shareholders are able to share ideas and knowledge in order to reach the objective of the company that has been set up. We are offering customers with variety flavour of delicious cupcakes with toppings. Furthermore, the end products of our cupcakes have an attractive look and designs which will attract customers. Other than that, our friendly approach towards the customer will make them feel welcomed.

1.0.1 NAME OF THE COMPANY

All the shareholders have agreed to name the company as FairyCake Cafe. This name is chosen because of the meaning of our products itself.

According to the search in the internet, in the early 19th century, there were two different uses for the name cup cake or cupcake. In previous centuries, before muffin tins were widely available, the cakes were often baked in individual pottery cups, remekins, or molds and took their name from the cups they were baked in. This is the use of the name that has remained, and the name of “cupcake” is now given to any small cake that is about the size of a teacup. While English fairy cakes vary in size more than American cupcakes, they are traditionally smaller and are rarely topped with elaborate icing.

For our product that are the cupcakes, we use variety of delicious flavour and for the top we are using the icing or fresh cream. Our products are slightly different from other shops because we are more concentrated on the healthy ingredient.