
CAWANGAN JOHOR KAMPUS PASIR GUDANG
FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300

BUSINESS PLAN

DONUT MASTER

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EXECUTIVE SUMMARY

This business is based on a partnership consisting of five (5) members who hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM100,000 where the total contribution of each member is RM20,000.

Our company is located at Jalan Lembah 18, Bandar Seri Alam, Pasir Gudang, 81750 Johor. Donut Master is a company which focuses on the making of doughnut.

Today, bakers still use the traditional way to make the mini donuts. Hence the company aim to facilitate the production of doughnut and this machine can increase the production of mini doughnuts. This machine has many molds to produce large amount of doughnut and also a few different types of mold. This makes the mini doughnuts look more interesting, hence attracting the customer's attention to buy it. Currently, there is no factory that produces machines like ours. This product are suitable for bakers who want to have abnormalities in the production of donuts in their bakery, the machine is also suitable for housewives who want to make their own donuts at home as this machine is portable.

We are highly confident that our market can be easily developed and spread in Malaysia. To make it more attractive and interesting, we decided to make some innovation by implying our creativity and modern element in our mini doughnut maker machine.