



UNIVERSITI TEKNOLOGI MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ETR 300)**

LITTLE CAKE HOUSE

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Due to this opportunity, we would like to frame the deepest appreciation to our beloved ETR300's lecturer, Mr. Jammeson Garry Dickson because of his support and guidance, we finally able to accomplish our business plan project.

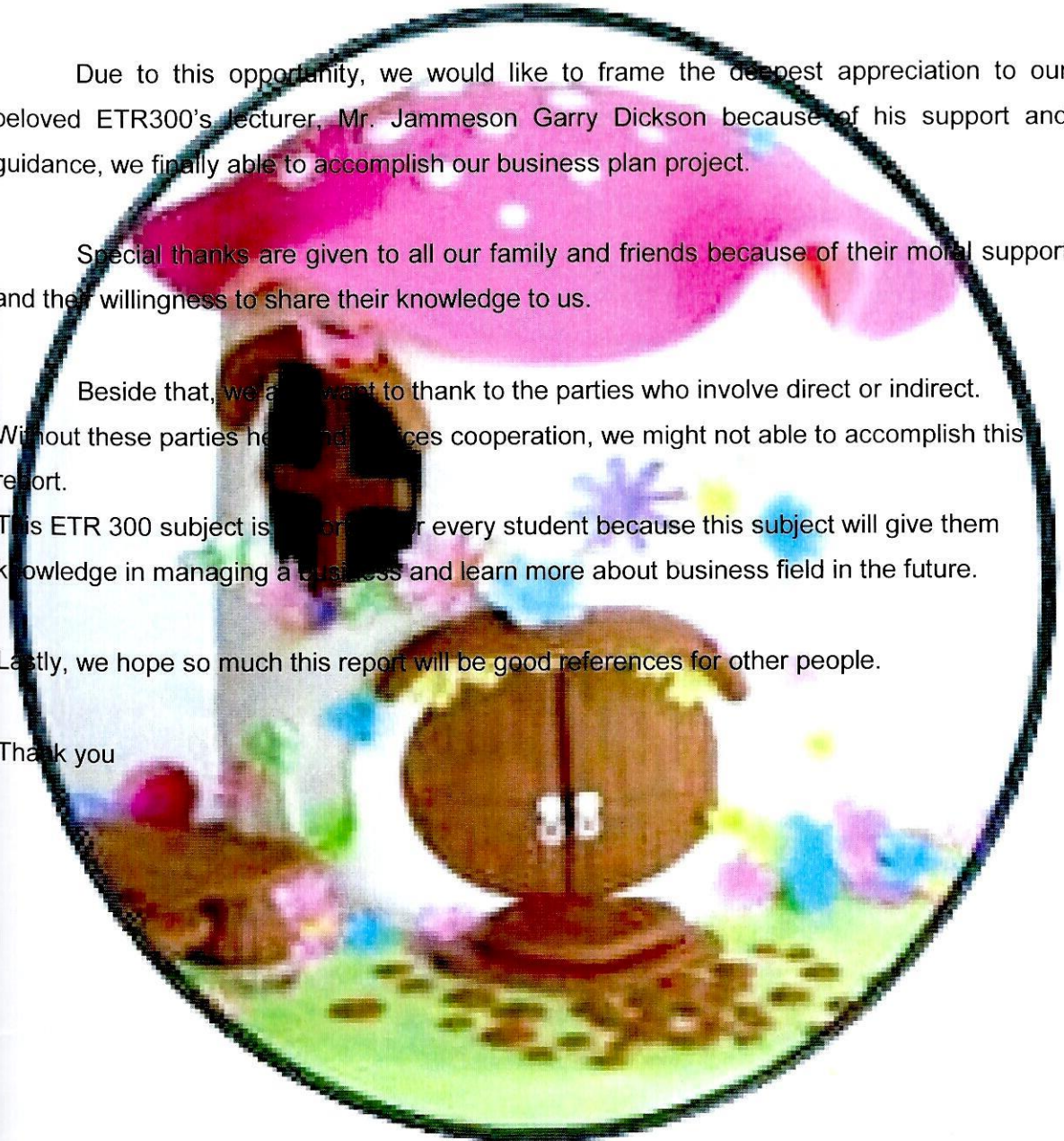
Special thanks are given to all our family and friends because of their moral support and their willingness to share their knowledge to us.

Beside that, we also want to thank to the parties who involve direct or indirect. Without these parties help and services cooperation, we might not able to accomplish this report.

This ETR 300 subject is important for every student because this subject will give them knowledge in managing a business and learn more about business field in the future.

Lastly, we hope so much this report will be good references for other people.

Thank you



1.1 EXECUTIVE SUMMARY

The name of our company is Little Cake House. The business is in form of enterprise which consists of five members. Each partner contributes certain amount of capital as agreed in agreement. The type of our business is service. The main business activity is decorating and making cakes which our concepts are accept any kind of decorating and delivery for the cakes for any special occasion. We also operate the café which become the place for the customer to have their cakes and beverages while browsing the internet because our target is to let customer to have their leisure time at our place. These concepts are established due to the modern contemporary style of living which the people in this global era become busier with their work and prefer light food such as cakes instead of heavy foods. Our concept is also accurate and suitable with the campus way of life which the student's time nowadays becomes more compact and need some place to leisure and in the same time they can do their assignments at our place. Our business operation is at 10 a.m. to 5 p.m. on weekdays and 9.00 a.m. to 10 p.m. weekends.

There are no sleeping partners and all are entitled to participate in the business management. We agreed that Nur Ain Nadhirah bt Brahim is our General Manager, Muliyaati bt Majid is the Administrative manager, Noor Sheera Shafika bt Junaidi is the Operation Manager, Vanessa Enja ak Edmund Lang as Financial Manager and Nurhafifi bt Jeman as Marketing 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.

1.4 INTRODUCTION TO BUSINESS PLAN

Little Cake House is a partnership business which ventures and major with the services of making and decorating cakes with theme for any event and café style. The cake that we make for special event will be published in our café for promotion. We will accept any kind of theme or design that our customer wanted.

The business is in form of enterprise which consists of five shareholders. All shareholders had agreed as stated in agreement letter which the amount of capital, profit and loss will be divided as stated ratio. Our type of business is service.

We had chosen this kind of business because it shows the equality and no one will be discriminated as the profits and losses are equally divided in the end of the accounting period.

In other words, the partnership is a perfect option to be taken because the shareholders will always sharing ideas and knowledge in order to gain profit and achieve high profit with less time.

