



UNIVERSITI TEKNOLOGI MARA SARAWAK
FACULTY OF OFFICE MANAGEMENT & TECHNOLOGY

HOUSE OF CUPCAKES

By

Nurfakhriani Binti Ya'kob (2008265992)

Nur Harmisa Binti Baharuddin (2008265766)

Nur Shahira Binti Mohd Rafliis (2008261374)

Nurul Alyaa Binti Ali Noor (2008267798)

Syazwani Binti Mohamad Salleh (2008247328)

Diploma in Office Management & Tecnology
(OM114)

Fundamentals of Entrepreneurship
(ETR 300)

Prepared for:

Sir Jammeson Garry

July, 2010

HOUSE OF CUPCAKES

SUBMISSION LETTER

HOUSE OF CUPCAKES

No.1202, Lot 1001, Desa Ilmu,
94300, Kota Samarahan,
Sarawak.

Sir Jammeson Garry

Lecturer of ETR 300 (Entrepreneurship),
UiTM Sarawak, Kampus Samarahan
94300 Kota Samarahan, Sarawak.

10th

August 2010

Sir,

Re: Submission of our Business Plan

As stated, I, Nurfakhriani Binti Ya'kob, as the General Manager of House of Cupcakes, 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 presentation appropriately. All information should be available in the Business Plan included together with this letter.

Your time and support is highly appreciated.

Thank you.

(Nurfakhriani Binti Ya'kob)
General Manager of House of Cupcakes

1.0 EXECUTIVE SUMMARY

There are criteria and conditions that have to be fulfilled which required involvement of effort and precision of producing our products. Without such condition, the business cannot run smoothly and organization goal to be achieved in order for the business to take position in the market place.

Before opening the business, an organization has to apply a trade license from related authorities due to organization location. The organization must be registered and recognized by the particular of government in a food product.

Moreover, we have to know and recognized the needs and demands of the customers in order to satisfy them. This will be achieving by producing high quality of decorative cupcakes that interest all customers' demand. When this requirement is fulfilled, the organization can maximize the profit from the business and increase the number of customers.

Furthermore, all the machineries, equipment and raw materials will be checked and recheck to ensure no contamination on the product and avoiding risk to customer health when purchasing our organization product. This is important not just for the purpose of gaining customer but also to sustain the trust and assisting number of customers. It is the customers' right according to the law to purchase quality product from seller and must also be treated according to the customers' satisfaction.

In addition, to run an organization, a sufficient amount of workers are needed to produce high quality and standard decorative cupcakes and maintaining the operation place in the long run. The worker must have an experience, skills and have knowledge on producing decorative cupcakes to

HOUSE OF CUPCAKES

TABLE OF CONTENTS	PAGE
Submission Letter	i
Acknowledgements	ii
Partnership Agreement	iii-vi
INTRODUCTION	1
1.0 Executive Summary	2-3
1.1 Background of the Business	4
i. Nature of Business	4
ii. Industry Profile	5
iii. Company Address	6-7
iv. Date of Business Commencement	7
v. Factor in Selecting the Proposed Business	8
vi. Future Prospects of the Business	9
1.2 Purpose of the Business Plan	10-11
1.3 Partner's Profile	12-17
ADMINISTRATION PLAN	18
2.0 Introduction to the Organization	19
i. Company's Mission	20
ii. Company's Vision	20
iii. Company's Objective	21
iv. Organizational Strategies	22
v. Type of Building and Infrastructure	23
a) Office layout	24
b) Layout Symbol Description	25-26
2.1 Organization Chart of House of Cupcakes	27

1.1 BACKGROUND OF THE BUSINESS

i. Nature Of Business

Our major activity is producing and selling cupcakes whereby soft and moist cupcakes are our core product. It is accompanied by ultimate service which is decorating unique and creative cupcakes. We produce decorative cupcakes based on the demand from individual customers and the order from food premises and distributors.

Our customized cupcakes can offer a competitive advantage with increased customer value and better service. We do not only bake and produce cupcakes but also design based on individual customer's needs. Our customers can give their ideas according to their own desires. Besides design, they can choose the taste of flavors such as chocolate, cheese, fruity and other optional ingredient such as semi-sweet chocolate chip, flavorful nuts, sprinkles, toppings and frosting (creamy icing to decorate cupcakes). Besides that, we offer variety mix and match cupcakes design from our collection so customers can choose the designs as they desire. Customization cupcakes suitable for special occasions since the designs are unique. Cupcakes are appropriate for many special occasions such as wedding, engagement, birthday party, mother's day, father's day, farewell party, Valentine's Day and so forth.

On the other hand, standardization has offer greater cost advantages with standard cupcakes. We bake and design standard cupcakes to be sold in our outlet. Furthermore, the price is slightly cheaper than customized cupcakes since there are no additional ingredients to be added. Another advantage is those cupcakes are ready to be eaten with soft and moist texture.