



UNIVERSITI TEKNOLOGI MARA SARAWAK

SAMARAHAN CAMPUS,

FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES

DIPLOMA IN COMPUTER SCIENCE



SUMIYAZ

ZERAJMAHAL BINTI BIANSSING

NUR ARNIYA BINTI MOHAMMED

SYAZA SYAMIMI BINTI SEPAWI

SURIANTI BINTI SUPRI



SUBMISSION LETTER

ENT 300 Students,

Diploma in Computer Science

Universiti Teknologi MARA Sarawak

Samarahan Campus

Jalan Meranek

94300 Kota Samarahan

Sarawak

Miss Siti Farah,

ENT 300 Lecturer

Universiti Teknologi MARA Sarawak

Samarahan Campus

Jalan Meranek

94300 Kota Samarahan

Sarawak.

19th September 2011

Miss,

RE: SUBMISSION OF BUSINESS PLAN

As a representative of our company, Sumiyaz, I would like to submit our business plan for your evaluation and further action. This business plan is the requirement of ENT 300 courses and with your advice and guidance, our team has able to complete this duty.



EXECUTIVE SUMMARY

There are criteria and condition that have to be fulfilled which require that involvement of effort and precision of producing our goods. Awareness of high quality foods is on the rise. Bread is the combination of nutritious ingredients because of the flavor, convenience, and luxury. Today's consumer has less time to make a wholesome, handmade, but increasingly appreciates the nutritional benefits it provides.

Sumiyaz's will produce and sell high quality, handmade breads to the residents of Kota Samarahan area. The company will focus on fresh baked breads with high quality ingredients. Breads will be baked and sold at a storefront facility using a 4 deck, steam injected bread oven and will be displayed in hygiene bread display cupboard. Labor saving devices will allow the proprietor to run the entire operation with the help of two chefs, three chefs assistant and three waiters for starting.

Sumiyaz's main competition includes supermarket, health food store, and pastry shops around Kota Samarahan. Its advantages lie in the high quality of our products due to specialization and artisan manufacturing. The main marketing focusing will be an eye catching sign and the scent of fresh breads.

Moreover, breads have many benefits compared to other carbohydrates-based foods. For instance, breads packaging is mobility and easy to serve. Without worrying about having a perfect cuts or shape, consumers can simply serve the bread and make another dish from the bread.

Sumiyaz's is promising that our company will give consumer a big smile after walk out from our shop because we have given what they want and what they need plus the taste of our delicious special product.

The company consists of four managers that will share their expertise and experiences. The reasons why our company name's "Sumiyaz's" because it is the manager's name combination. Opening day is scheduled on 1st January 2012. While Sumiyaz's has the potential for high growth, the first years will be spent establishing company financial stability and increasing market share.



INTRODUCTION TO BUSINESS

NAME OF COMPANY

The name of company "**SUMIYAZ**" is the name of our company and it is being used in the logo. It stands for the top four managers' name, which are **Surianti (SUMIYAZ)**, **Syamimi (SUMIYAZ)**, **Arniya (SUMIYAZ)** and **Zeraj (SUMIYAZ)**. Using our own name for the name of the company and logo is to represent us in every service and product that is being delivered, produced and purchased by the employees and customers.

NATURE OF BUSINESS

In our business, we had chose partnership as the nature of the business. There will be no sleeping partner and this is to ensure all are active and together developing the business. The reasons we choose partnership are because:

- The ideas and knowledge among the top management can be shared and no idea will be taken for granted because the capitals are from the contribution of all shareholders.
- Able to less the risks and reduce the liabilities of owner which it is distribute to all the shareholders.
- To avoid the dictatorship way of leadership which leading the company.
- More persons that able to take the responsibility, clearer the objectives and aims can be achieved.
- As check and balance which able to avoid misuse of sources.



INDUSTRY OF PROFILE

As the time and trend goes parallelly, a high demand from the consumer that wants a variety in choosing foods that based on Western concepts such as Chinese foods, Korean foods and France. Besides, consumer nowadays also prefer a fast foods which contain high nutrition especially for working people and students that have no time to make foods. Therefore, they prefer to go to restaurant and fast-food premises.

We decide to involve in this business field because we can see the positive future potential for us to expand and conquer the business industry since there is no other similar bakery that involve in this nature of business. Since the opportunity is wider, our company can go further to be specialized in the niche market share of pizza pot pie.

We choose to run our business outlet in the area of Kota Samarahan since we find there are no similar premises that operate this activity. Our target in 3 years is to become the first choice seller for pizza pot pie in the area of Kota Samarahan and Kuching.

LOCATION OF THE BUSINESS

Our office and shop will be situated in Kota Samarahan. Our business will be situated at the following address:

SUMIYAZ,
Ground Floor No 15,
Lot 56015 Unisquare,
94300, Kota Samarahan,
Kuching, Sarawak