

UNIVERSITI TEKNOLOGI MARA
DEPARTMENT OF QUANTITY SURVEYOR
FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING

COURSE CODE: ENT 300 – FUNDAMENTALS OF
ENTREPRENEURSHIP

TOPIC: BUSINESS PLAN

BUSINESS NAME: WIRAMA BAKERY



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LETTER OF SUBMISSION

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Dear Miss,

SUBMISSION REPORT OF BUSINESS PLAN

According to the matter above, we submit here out business plan duty complete for your study which we worked hard and are careful to prepare it to meet its requirement.

2. We the student of Diploma in Quantity Surveyor are gladly and very spirit to inform you that we had completed our business plan in time and we would like to express our gratefulness and thanks for all of your guide toward this project.
3. We are very glad and agreed on choosing to publish our business named by WIRAMA BAKERY as our business.
4. Lastly, we hope you will be satisfied with the business plan and we appreciate your cooperation in giving advices as to help us in the business field in the future.

Thank you.

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EXECUTIVE SUMMARY

WIRAMA BAKERY is a company that produces bakery and pastries products such as cakes and buns. The WIRAMA BAKERY is located at No. 3C1A, Lot 802, Jln Song, Tabuan Heights, 93350 Kuching, Sarawak.

This business premise is for both administrative building and manufacturing or producing various types of cakes and buns. The company will start to operate on 1st January 2011.

The management team is headed by 6 experienced and professional level workers that will handle the management and operation of this company in order to get the best quality of product and maximum profit. The managers are Aimi Suhaila Binit Saharuddin as General Manager, Syazwani Binti Jamzain as the Administration Manager, Abg Norhickman Bin Abg Bunsu as Marketing Manager, Ruth Lua Ejau as Operational Manager, Nur Iman Bin Mahidin as Assistant Operational Manager and Awgku Mohd Nazrin Bin Awgku Ami as Financial Manager.

The initial capital for WIRAMA Bakery is a combine total of RM100, 000.00. The company is targeting total combined profits of RM1, 500,000.00 by the end of year three. In order to achieve this, the WIRAMA BAKERY's strategies are to focus in the quality of the product and marketing plan. The Operation Manager and his assistant have been working hard to make sure the WIRAMA BAKERY's product can satisfied the customers. A comprehensive research has been made before producing the product to get the maximum quality needed. Satisfaction of customers is the first priority before profit.

The marketing plan will also play a major role in order to introduce the new product of WIRAMA BAKERY to the targeted customer which is a residential in Tabuan Heights area. In the first year, an all out marketing is needed so that WIRAMA BAKERY can establish the company quickly. This can be done through pamphlets, business card, banner, flyer and website. This is to give as much information to them about the product and attract our customer to use the product.

We will register our company to the Suruhanjaya Syarikat Malaysia to get the license to open our business. With the quality and experienced of our staff and good business strategies, our company will strive in this industry and being the leader in bakery business.



1.1 INTRODUCTION TO BUSINESS

1.1.1 NAME OF COMPANY:

The name of the purpose company is WIRAMA BAKERY. The company serves to the customer the bakery and other additional like food and drink. The company has given the name like that because we want customer know directly what we serve. We think the WIRAMA BAKERY is one of suitable names to show the trademark of our company.

1.1.2 NATURE OF BUSINESS:

This company is the one of the provide bakery to the customer in Sarawak. This company provides to selling the bakery and also accepts booking or order from customer to do the ceremony such as dinner, wedding function, and many more. Additional, this company will supply out of the town of the product produced.

1.1.3 INDUSTRY PROFILE:

Provide the bakery products such as cakes and buns. WIRAMA BAKERY also specializes in managing an event such as birthday party and others.

1.1.4 LOCATION OF THE BUSINESS:

WIRAMA BAKERY is operated at Tabuan Heights district of Kuching. This business premise located very near to the residential areas, school and commercial area such as shop lot, firm, banks, petrol station and many more. It is around 15 kilometres near to the universities such as Mara University of Technology (UiTM) and Universiti Malaysia Sarawak (UNIMAS). Besides that, it is also WIRAMA BAKERY choosing this location because it is very good area and many people staying at there. As this business is supplying bakery and our main market target are for people to buy our products.

1.1.5 DATE OF THE BUSINESS COMMENCEMENT:

WIRAMA BAKERY will commence or started the business on 01st January 2011. This is to make sure all arrangement of the office is well, to apply infrastructure like electricity, water supply, internet service, telephone services and to setup the organization.