



Universiti Teknologi Mara

ENT 300: Fundamentals of Entrepreneurship

Yummy Cupcake

Company Business Plan

Diploma in Public Administration

Faculty of Administrative and Policy Studies

Kampus Kota Samarahan

Submit to:

Miss Noraini bt Sa'ait

Prepared by:

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SUBMISSION LETTER

Yummy Cupcakes,

Lot S19, Third floor The Summer Shopping Mall,

Jalan Dato Musa, 94300 Kota Samarahan,

Kuching, Sarawak.

Miss Noraini Binti Saait,

Lecturer of ENT 300 (Entrepreneurship),

University of Technology Mara,

Kampus Samarahan 2,

94300 Kota Samarahan,

Kuching, Sarawak.

Miss,

Re: Submission of our Business Plan

As stated, I Jasper anak Robin as the General Manager of Yummy 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.

2.0 EXECUTIVE SUMMARY

The name of our company is Yummy Cupcakes. The business is in form of partnership which consists of four members. Each of our partner contributes certain amount of capital as agreed in agreement.

There are no sleeping partners and all are entitled to participated in the business management. We agreed that Jasper anak Robin as the General Manager, Maureen Jentang anak Rantai as the Marketing Manager, Noraini binti Abdul Rahman as the Operational Manager, Qurratul'aini binti Faudzan as the Administrative Manager, and Roziana Bawang Bilong as the Financial 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 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. The Operational Manager is responsible to the entire job that related to the operation and will be supervising and coordinating the operation of 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. Lastly, the Financial Manager will be handling 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.

3.0 INTRODUCTION TO GENERAL PLAN

Once a maxim have said 9/10 of the sources of the wealth in this world are by doing business and the remainder is agriculture. Holding with this saying, our company which The Yummy Cupcake has decided to venture into business of providing cupcakes as the food with mounting hopes to be successful in the world of entrepreneurships food which is getting more popular in the community and the demand is increasing. Thus, an idea of creating a potential this business is created.

The Yummy Cupcake is in the form of partnership which consists of five partners. All partners had agreed as stated in agreement letter which consist amount of capital, profit and loss will be divided as stated ratio. We had chosen this form of business it is easier to secure financial assistance from financial institutions compared with sole proprietorship. Besides that, in partnership, there will be a lot of ideas, talents and skills can be pooled together for better future management of our company in the future.