



اُنِيُوَرَسِيَّتِي تِيَكُونُو لُوِكِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ETR/ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP

PREPARED BY:

NUR SHADAHTUL BINTI SAMSOLL	(2012402766)
NURRASHIKIN BINTI SIDI	(2012615916)
SITI RAHIMAH BINTI SAPARI	(2012452072)
HAMIMAH BINTI ABDULLAH	(2011502239)
NORFATIN NADIA BINTI MOHD NADZAR NONG	(2012229326)

PREPARED FOR:

ESFARINA AMIZA BINTI MORSIDI

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN BUSINESS STUDY

(BM111)

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INTRODUCTION

Pinky Bakery Enterprise is a supplier of various cakes. There are many flavors of cake that offered by us such as vanilla, strawberry, chocolate, and various cakes for any celebration such as layer cake Sarawak which is the main food during eid Mubarak.

We supply various kind of cake that are made by our own company while all the raw material are manufactured by domestic firms. Our product are made based on the order by customer which we want to focus on their taste Here, we prefer to high quality ingredients. The preference for higher-quality ingredients is increasing as customers are being subjected to better Pinky Bakery.

Here, we manufactured this product by ourselves. Furthermore, our product is an executive desert whereby it will serve as a desert and we also offers the best Traditional tasty caked such as layer cake cindai where it made by fruit-filled. Moreover, our product is a HALAL product where we are using all the raw material that has been confirm HALAL by JAKIM such as Horlicks and Buttercup where both products are using HALAL ingredient in producing their products. Quality of our product is high. It is because as everyone knows Horlicks and Buttercup.

In addition, customers need and want always changed. Nowadays, customers tend to buy a new and unique product in market. They interested to try such product. So, the caked that has been made by Pinky Bakery will provide the best tastes that will satisfy the customers need and wants. We also will made cake based on customer demand for any celebration such as cakes for wedding, private event and any celebration. Lastly, we will provide special discounts for customers with purchases of all cakes.

NATURE OF THE BUSINESS

This business plan is prepared for the purpose of obtaining working capital loan from Bank SME for the amount of RM 40,000.

The nature for this business is based on cake house. We also producing and selling varieties of layer cake Sarawak and cakes such as birthday cakes, cupcakes and cake for party. All of the cake and layer cake Sarawak that we serve are originally from our own recipes and our own professional bakers. Besides that, we also provide soft drink in our bakery.

All of us agreed to choose partnership as nature of the business because partnership can lead brainstorming which can give lots of ideas and method to design our bakery and our quality of our product that we will serve customers. Partnership criticize also will lead better performance and all of us can improve our weakness in managing, developing and maintain our performance until the end of our life.

COMPANY'S BACKGROUND

NAME OF THE COMPANY	PINKY BAKERY ENTERPRISE
COMPANY ADDRESS	LOT 6369, BLOCK 225, KNLD,4 th MILE BATU KAWA, 93250 KUCHING, SARAWAK, MALAYSIA
PHONE NUMBER	013-5647894
FAX NUMBER	082 361 305
WEBSITE URL	http://pinkybakery.blogspot.com
NATURE OF BUSINESS	FOOD INDUSTRY
DATE OF COMMENCEMENT	7 AUGUST 2014
DATE OF REGISTRATION	JULY 2013
NAME OF BANK	BANK SME BHD
ACCOUNT BANK NUMBER	13-910-04-901976-9
NAME OF SHAREHOLDERS	NUR SHADAHTUL BINTI SAMSOLL SITI RAHIMAH BINTI SAPARI NURRASHIKIN BINTI SIDI HAMIMAH BINTI ABDULLAH NORFATIN NADIA BT MOHD.NADZAR NONG

FACTORS IN SELECTING THE PROPOSED BUSINESS

Firstly, we choose the following business because of our love for cakes especially layer cake which famously known as 'kek lapis'. Moreover, it is our state signature cake or dish and very well known among outsiders due to its unique and variety of design. So at the same time, we can promote our state to the entire nation. We also choose this business because it is the main food during the festive seasons. Besides that, we also want to encourage graduates outside whose facing difficulty to find job to become an entrepreneur and not just relying job on private and government sectors.

FUTURE PROSPECTS OF THE BUSINESS

Our future plan for this business is to achieve the best quality of our cakes. We also want customer feels comfortable when coming to our bakery and give the better service to them. Five years from now, Pinky Bakery will be the number one quality of bakery in this particular business. Pinky bakery also will achieve higher satisfaction from customer and have feedback from loyal customers and give rewards to the customers that have been loyal to Pinky Bakery.

PURPOSE OF THE BUSINESS PLAN

- To give the better service to our customer
- To provide opportunity for the teenagers to work with us
- To achieve higher profit and better income
- To welcome teenagers to cooperate the business with us
- To prove that Bumiputera also can success like others
- To see whether each partnership can maintain the quality of product and manage the business or not.