



**UNIVERSITI TEKNOLOGI MARA SARAWAK  
KOTA SAMARAHAN**

**FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)**

**YUMMIES CUPCAKE HOUSE**

**PREPARED BY**

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**DIPLOMA IN PUBLIC ADMINISTRATION**

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## EXECUTIVE SUMMARY

After doing extensive research on the business opportunity available in Summer Shopping Mall, Kuching, our group has decided to specify our business in selling our products which is cupcakes. Our group has come up with the business plan of partnership whereby our company's name will be known as "Yummies Cupcake House". Our shops are located at 2nd Floor, Summer Shopping Mall, Jln Datuk Mohammad Musa, 94300, Kota Samarahan, Sarawak.

Yummies Cupcake House is a form of partnership business which consists of 5 shareholders and each one of us contributes a certain amount of capital that has been agreed by each partner. The selection of each partner is based on their skills, qualification experience and field of expert. Every shareholder is allowed to involve in the management and operation activities of the business.

To become a successful company, we have set our objectives for the organization from time to time by giving the best services and good quality of products to our customer, to gain as much profit, and be able to compete with our competitors and to be one of the best cupcakes shop in Kota Samarahan.

In addition, to establish and launched this business, we need a total project implementation cost amounted from loan of RM11,663 from the SME Bank and contribution of RM 65,000 from the shareholders. Although this business requires quite a large amount of money to start, we guaranteed that the annual operation budget will bring us profit and will be able to pay back the debt in the time given.

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Miss Noraini Binti Sa'ait  
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Miss

**Re : Submission of Business Plan**

As stated above, I, Maryana Norlis Binti Subang, as a General Manager of Yummies Cupcake House and also a representative for my group members, would like to submit our business plan for your evaluation and further action.

We feel highly motivated in completing this project because it gives us a clear and wide introduction about the fundamental of stating a business. We really think that this knowledge and experience will be useful for us when we want to develop our own career in the future.

Due to completion of this project, our group members have all contributed brilliant ideas, and I personally felt that our project can be materialized one day. The business plan would not be able to be completed on time if the members does not cooperated and helping each other. The experienced that we went through and gained by meeting with a lot of people of different sector have made us braver and are now ready to face the business world.

## **1.0 Introduction**

Yummies Cupcake House is a partnership business form of enterprise which consists of five shareholders with experience in our own field, nature of job. All of the shareholders had agreed as stated in the agreement letter that the amount of capital, profit and loss will be divided as stated ratio. By doing a partnership business with all experienced managers, we are able to compete with other competitor and we are able to be creative for our customers. In other way, the partnership is a perfect option to be taken because the shareholders will always sharing ideas and knowledge in order to gain profit and achieve high productivity from time to time. We offer customers with variety flavor of delicious cupcakes with attractive design as well as our friendly services.

### **1.0.1 Name of the Company**

We have agreed to name our company as Yummies Cupcake House. We chose this name because this name shows our main objective in offering a delicious variety of decorative cupcakes with different tasty flavours that may attract customer with our own unique taste that the customer would love. This can be shows by looking on how cupcakes has gained popularity from many people from over the world.

## 1.0.2 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 toppings such as semi-sweet chocolate chip, flavorful nuts, sprinkles 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.