



اُنْدُوْنِيْسِي تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF PLANTATION AND AGROTECHNOLOGY

UNIVERSITI TEKNOLOGI MARA

DIPLOMA IN PLANTING INDUSTRY MANAGEMENT

(AT110)

FUNDAMENTAL OF ENTREPRENEURSHIP

(ENT300)

SWEET FACTORY



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LETTER OF SUBMISSION

Students of ENT300 from AT1105C,
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Date : 08 September

SIR AHMAD FAISAL BIN MAHDI,
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Madam,

Submission of Business Plan

Referring to the matter above, this letter is for our submission of our consulting business plan which is for Sweet Bakery to you as required. We are really hope that our consulting business would be accepted and evaluated. Below is the list of the shareholders in our company and also their respective position:

SHAREHOLDERS NAME	POSITION IN COMPANY
Damian Anak Lidang	General Manager
Fahdela Diah Anak Luta	Administration Manager
Nurtasya Anak Betty	Operational Manager
Terini Ukat Anak Chendan	Marketing Manager
Gloria Achu Anak Bada	Financial Manager

1.1 INTRODUCTION TO GENERAL PLAN

In Sweet Factory, we as a partner of consultant would have giving a great cooperation and participation in their business management. We also had agree that Damian Anak Lidang as the General Manager, Fahdela Diah Anak Luta as the Administration Manager, NurTasha Anak Betty as the Operational Manager, Terini Ukat Anak Chendan as the Marketing Manager, and lastly Gloria Achu Anak Bada as the Financial Manager. The selection of the General Manager is made based on consensus among all the partners and selected based on the experienced, skills, and ability.

The management team will be lead by the General Manager and assist by the other managers. The General Manager is playing a big role in planning, leading, controlling, and organizing the business. The Administration Manager is responsible for the job related to administrative and office management such as planning and arranging the remuneration schedule of salary. Then, the Operational Manager and Second Operational Manager is take the responsibility to the entire job that is related to the operation which is supervise and arrangement of the operation duties in the business.

Besides that, our Marketing Manager will be responsible to create the marketing plan, identifying the customer's needs and wants, identifying our competitors, recognise the target market and market size, and forecast for the future market. Lastly, our Financial Manager will be handled the financial condition such as preparing the budget and financial statement to determine our expenses of each department involves and also controlling the flow of the money in the business.

1.9 PURPOSE OF THE BUSINESS PLAN

The purposes of the business plan are as follow:-

- This business plan is prepared by Sweet Factory for the purposes of obtaining the loan from Bank Rakyat.
- The business plan is used as guideline for managing the proposed venture. The main reasons are include as follow :-
 - a. The business plan is made up with an intention to inform the concerning parties about the background, nature and future prospect of the business.
 - b. This business plan also acts as a guide for the management of the business.
 - c. It also as a reference for the allocation of resources of the business.
 - d. It is created in order to avoid misconduct of the management in handling the business and also to control the wastage.
 - e. To avoid misunderstanding and help the management for decision making process.

*Sweet
Factory
Cake Bread Coffee*