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UNIVERSITI
TEKNOLOGI
MARA

ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

BARKERY CORPORATION

PREPARED BY:

MOHD MARZUKI BIN MUHAMMAD IZZUDDIN	2012692894
MOHD SYUKRI BIN MATALI	2012674418
DENNIS RODY ANAK HO KOK SUNTING @SUNTING	2012237964
QISTINA ASMAA' BT ENCHE ABDULLAH	2012461024
RADIN MAHADHIR BIN RADIN ABDUL RAHMAN	2012268148

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EXECUTIVE SUMMARY

For Fundamentals of Entrepreneurship, ENT300 subject, Barkery Corporation is a business that our group proposed for this semester. It is a plan that consists of five pillars with Mohd. Marzuki bin Muhammd Izzuddin as the General Manager, Dennis Rody as the Marketing Manager, Modh. Syukri bin Matali as the Operating Manager, Radin Mahadhir as the Administrative Manager and Qistina Asmaa' as the Financial Manager.

First and foremost, we would like to express our gratitude to God Almighty as with His blessings and guidances, we can wrap up this business plan in the given time. Next, we thank our lecturers, Miss Ardiana Mazwa and Sir Abg. Sulaiman for all the helps and infos handed regarding our business plan. Without them, we might have many difficulties in finishing this business plan. From them, we also learnt the proper way to prepare a business plan. As we are engineering students, this kind of thing is quite new to us. We could wish for more help and they were the ones who stand by our side, supporting our classmates. Therefore, we thank you.

In short, Barkery is the only pastry cafe with bar concept (alcohol free) that allows the customer to feel the differences of our unique product and environment. We hope that you can go through this report to know more deep about what we are proposing. If any mistake or error exists in this plan, we are very sorry for that and hope you can forward it to us if there are any of them can be corrected.

Last but not least, we hope you can accept our proposed business and enable us to proceed this Barkery project. With that, please enjoy this business report prepared by us.

INTRODUCTION

Barkery Co. is a business that is actively owned by partnership. The name of this company is actually from the fusion of bar bakery. As the name says, we are trying to introduce a new lifestyle that involves the display of a bar-like premise design and style with the kind of food services and sales that are practiced in a typical bakery house. We would like to emphasize that the bar concept only took its display and atmosphere. Not the food or beverages served there. In other words, no alcohol will be served.

Our Barkery is located in the Summer Mall of Kota Samarahan, Sarawak. Summer Mall is situated near to many education facilities such as schools, universities and others. There are also many residential areas near Summer Mall which will enable us to increase the range of our target market later on. By the way, our business will be commenced on the 1st January of 2015, next year.

There are many factors that led us to select this kind of business. One of it is from the awareness of us realizing the two main necessities of human being in everyday life, which are of having food and also the needs of entertainment. Therefore, we came up with the idea of combining the two in our business. Not only that, this kind of business is considered as one of the fastest growing among the other business. This fact will surely assure Barkery's existence in the future.

The Barkery is the only pastry cafe with bar concept (alcohol free) that allows the customer to feel the differences of our unique product and environment. With this in mind of the people, we can take this as another positive value that increase the chance of us continuing this business. Day by day, this uniqueness will become the Kota Samarahan peoples' trend to come and visit Barkery and eventually, the vision of us to be in the frontline of Malaysia's food and culinary industry will come true.

By taking advantage of the peoples' needs and wants, we can prosper in this market in flying colour. As long as Barkery is handled efficiently, we cannot see that Barkery will lose its potential to grow in Malaysia. The fact that Summer Mall itself is still constructing the Summer Theme Park, in the future, this will be an extra factor why people should stop by and have a sip of our drinks and enjoy themselves in Barkery.

As our premises is located exactly next to the mall entrance, we could also expand our shop to outside of the mall. Through this, we will enable the customers of Barkery to experience not only the delicacies delight of Barkery but also the beauty outdoor sky of Kota Samarahan district. There is also a chance that we will add another branch of Barkery within Malaysia as financially we are well prepared and in the market point of view, we are compatible with the other big names of this industry that exist in Summer Mall.

PURPOSE

The main purpose of this business plan is for the reference of several audiences / parties such as:

1. The Entrepreneurs

To make better understanding on the purpose of the business and act as guideline to manage the business effectively and efficiently.

2. Financial Institutions.

Assist and help the financial institution to evaluate the capability of the proposed project and provide loan for the business which is RM 90,000.000

3. Suppliers.

Help convince suppliers of the viability of our business venture thus benefiting both the suppliers and our company in the long-term business arrangement.

4. Company Staffs / Workers.

Help workers to understand the business's goals and objectives as well as give a guideline to them regarding their job duties and responsibilities.

5. Customers.

Persuade and influence our customers regarding the services being offered and gives assurance and confidence to them to have business with us.