



اُنِبْرَسِيَّتِي تَيْكُونُ لُوْكَى مَبَارَا

UNIVERSITI TEKNOLOGI MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

Business Plan (The Sweet Jar)

FACULTY OF BUSINESS MANAGEMENT

PREPARED BY

Vanessa Mai anak Twet@Thwaites	2016883884
Nur Fitrah Atirah Binti Bahtiar	2016825608
Nurezatul Emilda binti Sa'audi	2016248666
Siti Maisarah binti Ahmad Faizal	2016875596

PREPARED FOR

Mr Haji Ahmad Faisal Bin Haji Mahdi

SUBMISSION DATE

13th December 2018

TABLE OF CONTENTS

Content	Page Number
Acknowledgement	1
Partnership Agreement	2-3
Letter of Submission	4
Executive Summary	5-6
<u>1. General Plan</u>	
1.0 Introduction to Business Plan	8
1.1 Purpose of Business Plan	9
1.2 Company Business Background	10
1.3 Partnership Background	11-14
1.4 Location	15-16
<u>2. Administration Plan</u>	
2.1 Introduction to the organization	18-19
2.1.1 Vision	
2.1.2 Mission	
2.1.3 Logo and Description	
2.1.4 Objective of Administration Plan	
2.2 Organization Structure	20
2.3 Administration Manpower Planning	21-22
2.4 Task and Responsibility	
2.5 Schedule of Remuneration	23
2.6 Compensation and Benefits	24
2.7 List of Office Furniture and Fittings	25
2.8 List of Office Equipment	
2.9 List of Offices Supplies	26
2.10 Utilities	
2.11 Administration Budget	27

LETTER OF SUBMISSION

Diploma in Business Studies
Faculty of Business Management
Universiti Teknologi MARA
Cawangan Sarawak, Kampus Mukah,
Jalan Oya, 96400, Mukah,
Sarawak.

Mr. Ahmad Faisal bin Hj Mahdi
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA
Cawangan Sarawak, Kampus Mukah,
Jalan Oya, 96400, Mukah,
Sarawak.

13 December 2018

Sir,

SUBMISSION OF BUSINESS PLAN

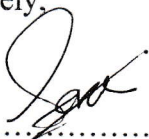
According to the title above, I, Siti Maisarah binti Ahmad Faizal as the General Manager of Yummy Paradise, the representative of my team mates have finished our business plan and we would like to submit it for further reviewing.

2. This report is done according to the guidelines and requirements given for the subject Fundamental of Entrepreneurship (ENT300) as the precondition of Universiti Teknologi MARA.

3. We also will apply the knowledge and skills that we gain throughout the process of completing this business plan in real life when we want to run our own business in the future.

Thank You.

Yours Sincerely,



.....
(SITI MAISARAH BINTI AHMAD FAIZAL)
General Manager

EXECUTIVE SUMMARY

Yummy Paradise Sdn. Bhd. provides variety types of cakes in a jar which are called The Sweet Jar. The Sweet Jar cakes are varies depends on the seasonal events that happened in Malaysia such as Hari Raya, Christmas, Deepavali and others.

Our target market is based on Kuching, Sarawak. We targeted that about 30% of Kuching's population are a sweet tooth and enjoys eating desserts roughly, around 2 times in a month. Our pricing is suitable for citizens of Kuching as most of them are people who works and earns income. We also targeted people with families as we also promoted our products as door gifts for family events such as birthday party, weddings and others.

Our company is emphasizing on the quality of our products where we served and distributed our Sweet Jar with fresh and quality-checked ingredients. We also make sure our products are Halal certified by JAKIM. We want to provide our consumers with a tasteful cakes that are not just beautiful and unique on the outside but also taste as good as its looks. Just like our trademark, we are providing a taste of happiness in jar to our customers.

Besides, we are practicing recycling and working on an eco-friendly business as we are using jar that can be used more than once and served more than one purpose which is to contain the cakes in it. We are making a strategy that not only to attract customer's loyalty but also encouraging recycling, where when our customers brings back the jar, they will get discounts on their second purchases. We also choose to use the point of purchase marketing strategy as it is more cost reducing than other marketing strategy.

The management of Yummy Paradise Sdn. Bhd. consists of 4 main managers which is Siti Maisarah, Nurezatul Emilda, Vanessa Mai and Nur Fitrah. There are General and Administration Manager, Marketing Manager, Operational Manager and Financial Manager respectively. All of our managers are expertise in

1.0 INTRODUCTION TO THE BUSINESS

i.	Name of the business	:Yummy Paradise
ii.	Nature of business	: Partnership
iii.	Industry profile	: Food Industry(Confectionery)
iv.	Business Location	: Kuching, Sarawak
v.	Date of commencement	: 1 st January 2019
vi.	Factors in selecting the proposed business	<ul style="list-style-type: none">- Emerging trends that always changing in an urban city such as Kuching itself is one of the reasons why we select this business. We want our new way of packaging and consuming desserts such as cakes to be a new trend.- To introduce our products not only for locals but also foreigners who visits Kuching. Kuching is a suitable place to introduce a new product as it is the center of attraction in Sarawak.
vii	Future prospects of the business	<ul style="list-style-type: none">- To distribute our products to Peninsular Malaysia.- To be well known and established products in Malaysia and also expanding our business to our neighbor countries.