



FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

DELIXIUS PARTNERSHIP

PREPARED BY

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PROJECT TITLE : BUSINESS PLAN
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EXECUTIVE SUMMARY

The business plan is based on partnership where it consists of four members, Miss Nurul Alia Tasha Idayu Binti Mohamad Ramzani as General Manager and Administration Manager, Miss Nurul Syafizqah Binti Sulaiman as Marketing Manager, Miss Jessica Bia Anak Ambrose as Operational Manager and Miss Marion Anak Sawing as Financial Manager.

We have decided that to establish our company which is Delixius at 1st floor, Jalan Setia Raja Boulevard, Bandar Mukah, 96400, Mukah, Sarawak. We choose this location because it is easy and accessible for customer to come to our bakery and decrease the number of competition among others bakery. By choosing the strategic location, it will lead to the increasing sales and profit of the business. For choosing this location it might be easy for us to reach our target market in order to achieve the objective. Delixius will be commences on the 1st January 2020.

In our bakery, we provide a product which is Chocolate Peanut Butter Bars. Apart from that, our bakery have offer service by providing a comfortable environment, good customer service and fast delivery to customer's order. We choose this business because it have a chance and potential to success in future and gain more profit.

Lastly, our vision is to be the best among the bakery and to be well known among people and achieve worldwide market. With that, it is important for the operation of the business to operate effectively and efficiently to satisfied customer needs and wants. Every managers holds their own roles to make sure Delixius are able to operate well and gain trust and positive feedback from customers.

INRODUCTION

A business plan is a guideline for us to learn how to manage a business in future. The project is described of what we will plan to do and how we plan to do in our business. This business plan could be used by firms that are trying to attract key employees, prospect for new business, deal with the supplies or simply to understand how to manage their companies better.

In a business plan project, it consists of your business goals, strategies for us to achieve the goals, potential problems that may confront our business and ways to solve and improve it, the organizational structure of our business and finally, the amount required to finance your venture and keep it going.

This business plan are consists of seven key components to be done. The key was executive summary, business description, market strategies, competitive analysis, design and development plan, operations and management plan and financial factors.

In conclusion, through this business plan, it could help us to understand in planning business in future. This business plan also could help us as a guideline to lead our company to the success in worldwide market or global market.

1.1 INTRODUCTION TO GENERAL PLAN

General Manager is a highest position in any company. To complete the business plan, general manager play an important role in monitoring the flow of all activities where manager need to do their task in specific time. The responsibility as general manager is to obtain profit contribution by managing staff, establishing and accomplishing business objectives.

As general manager, the task need to be done is to insure the creation and implementation of a strategy designed to grow the business. Besides, they also need to provide the development of tactical programs to pursue targeted goals and objectives.

In conclusion, general manager play an important role in a company to achieve an organizational goals and drive the company success in the worldwide market.