



اَوْنُوْزِ سَيِّتِيْ بِاَتِيْكَوْ لُوْ كِيْ بِاَمْبَارَا  
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MARA

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### POPPIN'S CUPCAKE



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# Poppin's Cupcake

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**"BERSATU BERUSAHA BERBAKTI"**

Sekian.

Yang benar



**SALMAH GANY**

Pegawai Eksekutif Tertinggi  
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## Executive Summary

Our company name is Poppin's Cupcake. The business has been decided on the form of five partners. Each partner has contributes certain amount of capital as agreed in our agreement. Our main business activity is to produce a healthy cupcake to the public. We will open our shop at The Summer Mall, Kota Samarahan and hopefully will be open to public on 1<sup>st</sup> January 2016.

All partners are encourage and entitled to participate in all business management. We have agreed that Azilatul Fadzilah Abdullah is the General Manager , Nur Zurain Ismail as the Marketing Manager , Jacqueline Daisy as Administrative Manager , Frescilla Natalia as Operational Manager and Molly Lirek Banai as the Financial Manager .

The management team will be lead by the General Manager and the other manager will help in the process of conducting the business. General Manager is responsible in controlling, leading, organizing as well as planning the entire business. The administrative manager will carry the responsibility in working on all the job relating to administration and for the marketing , she will responsible to take care of the marketing process which include the calculation of target size , market share and also determining the target market and what kind of market strategy to use for the business . While for our operation of business, it will be handle by the operational manager and as for the financial, the financial manager has all rights to work on the finance of the business starting from the budget all the way to the financial statement.



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### 1.3 Purpose of Business Plan

Business plan is essential before we start our company or business. It indicates and explains the purposes and objectives of the business. It helps to influence and give confidence to those who are interested to invest and joining in our business. Those are the purpose of having a business plan:

#### *Financing Application from Financial Institutions*

Finance is important in initial process of setup a company. Financial supports from government bodies or banks can help to ease the progress of starting the company and making the company to work flawlessly and efficient .

#### *Planning of Project Execution*

Business plan is used to present and explain briefly the objectives and the mission of the company. By knowing the mission and vision of the company, it will help others to have a clear view of the potential of the business in the future.

#### *To be used as Guidelines to Manage Business*

Business plan is used to explain the company operations and how it progress, A guideline is very important because it work as a reference and also as an indicator of how certain work should be done and executed.

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