



UNIVERSITI TEKNOLOGI MARA  
FACULTY OF ADMINISTRATIVE SCIENCE  
AND POLICY STUDIES

ENT300  
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN  
SWEETH TOOTH FRESCO' BITES

PREPARED FOR  
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## Table Of Content

### **COVER LETTER**

### **INTRODUCTION ..... 1-10**

Executive Summary

Business Of Purpose

Company/Business Background

Shareholders'/Partners/Owner's Background

### **ADMINISTRATION PLAN ..... 11-19**

Organization Chart

List of Administrative Personnel

Schedule of Tasks and Responsibilities

Schedule of Remuneration

List of Office Equipment and Supplies

Administration Budget

### **MARKETING PLAN ..... 20- 33**

Profile of Product/Services

Target Market

Market Size

Competition

Market Share

Sales Forecast

Marketing Strategies

Marketing Budget

### **OPERATION PLAN ..... 34- 45**

Operation Process

Process Flowchart

Capacity Planning

Material Requirement

List of Machines and Equipment

Layout Plan of Operation Area/Factory

Operations Overhead

Operations Budget

**FINANCIAL PLAN ..... 46-66**

Project Implementation Cost

Sources of Financing

Table of Depreciation

Loan Amortization Schedule

Hire Purchase Repayment Scheme

Cash Flow Pro-forma

Profit and Loss Pro-forma

Balance Sheet Pro-forma

**CONSISTENCY IN THE FLOW OF INFORMATION**



## **EXECUTIVE SUMMARY**

Sweet Tooth Fresco' Bites is a cafe that located at D2, Lot 8 Jalan Damai Plaza Kota Kinabalu. The name of our company come out after we planed to open an cafe that serve something sweet and unique to the customer. Sweet Tooth Fresco' Bites providing a unique , delicious and special dessert and give a good catering services event for our customer. Our company also offer to the customer a good quality product and come with affordable price to everyone.

Our company is targeting all women and men especially people that like sweets such as children. Even though that there has some competitors in our market area but our company will improve the product and services by time to time to gain and attract more customer to come.

Since now technology give more advantage to us, we also receive a reservation through online or by call from our customer. We spread our business through friends and family and also the sosial media such as Facebook and Instagram. When ever people come to our cafe, we will like to have their feedback so we know if their are statisfied or not with our product and services.

When we serve good and affordable price amongs the other compititors , we believe that our opportunity to growth in the industry will be consisten and give a good profit to our company.



## **BUSINESS OF PURPOSE**

### ♥ **The Entrepreneurs ( Sweet Tooth Fresco' Bites Managers )**

- To better understand the purpose of the business and act as guideline to manage the business effectively and efficiently.

### ♥ **Financial Institutions.**

- Assist and help the financial institution to evaluate the capability of the proposed project and provide loan for the business.

### ♥ **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.

### ♥ **Company Staffs / workers.**

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

### ♥ **Customers.**

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