



PUSAT PEMBANGUNAN USAHAWAN MALAYSIA (MEDEC)

Universiti Teknologi MARA
Cawangan Kedah
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Surat Kami 500-KDH(MEDC. 15/2/1)
Tarikh 1/8/00

KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

ASAS KEUSAHAWANAN (ETR)

Adalah dengan segala hormatnya dimaklumkan bahawa penama-penama yang dinyatakan di bawah ini adalah pelajar-pelajar UiTM Cawangan Kedah yang sedang mengikuti subjek Asas Keusahawanan yang dikendalikan oleh Pusat Pembangunan Usahawan Malaysia (MEDEC), UiTM Cawangan Kedah pada semester ini.

Salah satu daripada syarat di dalam subjek tersebut ialah pelajar-pelajar dimestikan untuk menyediakan satu Rancangan Perniagaan (RP) yang lengkap mengenai projek yang mereka pilih sendiri.

Pelajar-pelajar berkenaan ialah:

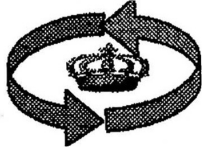
1. HAIRUL AMLI ABD. HAMID
2. SEFRULL RASHED ZAINAL ABIDIN
3. KHAIRUL MUZAMIL ZAINAL
4. MOHD HAZREEN HADEN
5. MOHAMAD FIRMAN MOHD. ZAMRI

Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Sekian, terima kasih

Yang benar

MOHD. AZHAR OSMAN
Koordinator
b/p. Provos



ROYAL BAKERY

INTRODUCTION OF THE BUSINESS

1. **Name of business:** **ROYAL BAKERY**

2. **Type of business:** **Trading , We produce cakes and buns to sell for our customers**

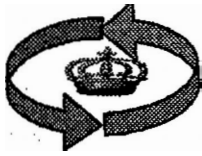
3. **Business overview:**

Almost Malaysian people now like for a fast and easy food , especially bakery food . It is because this food can give them the wholesome nutrition they deserve and their need for health life . The bakery industries almost monopoly by Chinese race with large networking between them in this business because they have high motivation , efforts and spirit to face the big challenge and their competitors to conquer this industries

4. **Location of the business: We choose at :**

**No 13 A & 14 , Jalan Kenari Biru 1,
Taman Kenari Indah,
08000 Sungai Petani,
Kedah Darul Aman**

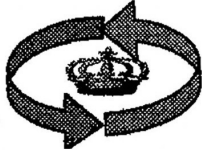
5. **Date of commencement:** **1 January 2001**



ROYAL BAKERY

6. Factors influencing choice of business:

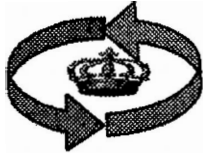
We decided to join the food industries since we believe that there are rapid increases in the demand for food product. The increasing in the demand for food product is due to the increase of population. Other than the increase in population , people lifestyle are also the factor that influence our company to involve in food production industries. People of the world today enjoy simple and delicious food. This is because the modern day life that is busy and hectic makes them to choose simple and easy to serve food product. This can help them saves a lot of time. Other than that our product is also delicious and mouthwatering that it will satisfy customer desire. The increase in income is also generating customer to buy our products. When there is increase in income, customer will spend more money on food product and that includes cakes and buns Other factors that influencing our involvement on this industries is because our shop will be located near to several housing area and industrial area. We believe that the demand for cakes and buns in housing area are more than in rural area. Most of the residents at our shop location area are having permanent and stabile income. It will create more advantages to our shop.



ROYAL BAKERY

7. Business potential:

we believe that our project got a lot of potential. We admit that we are facing several competitors that have already established. However our shop are expected to conquer and control the market at the several housing area such as Taman Kenari Indah , Taman Kenari Jaya, Taman Kenari Biru, Taman Seri Emas, Taman Mutiara Indah and Taman Berlian. We also target several school areas such as Sek. Men. Dato' Bijaya Setia and Sek. Ren (C) Min Terk. . We also expected that our shop could expand more widely. We also believe that bakery shop got a lot of potential to open new branch in Kedah by the year 2006.



ROYAL BAKERY

PURPOSE

Business Plan is very important to entrepreneurs or who want to involve in business. It is the first step in our efforts to open a bakery business. From the Business Plan, we can know the strength and weakness of our company. Therefore, we prepared our Business Plan for:

1. This business plan is prepared by Royal Bakery Company to obtain a term loan for the amount of RM 100,000 from Malayan Banking Berhad , Sungai Petani branch , Kedah Darul Aman. It is important to bankers who need the written plans to appraise projections and the venture's viability . They provide the financing for the proposed venture .
2. This business plan is prepared by Royal Bakery Company as a guideline for *managing* the business from aspects of administration task, operation task, marketing activities and financial report. It provides a self-assessment of the entrepreneur . The planning process forces the entrepreneur to bring objectivity to the idea and consider obstacles that might prevent the venture from succeeding .
3. This business plan is prepared by Royal Bakery Company as a reference for evaluation to the company suppliers for the business purpose. Suppliers may need to make investment if they wish to supply the venture . They extend trade credit , which is often and important part of a new business's financial plan . They will resist to make investment if they harbor doubts about the long-term viability of the venture
4. This business plan is prepared by Royal Bakery Company as a basic to evaluate the business performance either it can achieve company objectives or not and also development achieved by our company
5. This business plan is prepared by Royal Bakery Company as a reference for our employees because they make their own investment in the business by committing themselves to it . The business plan can give them the confidence in the future of the venture . It specifies the key projects that need to be undertaken and define the roles that individuals may play .