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**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)**

BUSINESS PLAN



HANI's Cupcake

PREPARED BY;

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Executive summary

HANI's Cupcake is the name of our company. The company is based on the partnership which consists of the members that hold important position in the company. The main position is such as General Manager, Administration Manager, Marketing Manager, Operational and Financial Manager. The starting capital for the establishment of the company is RM 150,000 where it was from the collection of RM30, 000 from each partnership members of the company itself.

The location of HANI's Cupcake Bakery is in the area of Kolej Seri Gading, UiTM Samarahan Campus 1. We found it as the strategic place to open the business, as it was one of student attraction because it is near to the student's hostel and nearby with the place where student usually stop by for buying food.

Based on our administrative plan, our company mission is the aim of HANI's Cupcake is to provide a variety of cupcakes flavour among UiTM students. Moreover, we also aimed to help our student in UiTM to fulfil their needs and appetites toward dessert food. Meanwhile, our vision is to expand the business both inside and outside the UiTM campus and to be well known between student and the community especially in Kota Samarahan. We also wanted to expand our business in UNIMAS and IPG campus in Kota Samarahan because our top priority is students. As for the administrative budget, we have investing RM 43,799 for the fixed asset, monthly expenses are RM 10,830, and other expenses as well that is RM 980.00

As for our operational plan, we are providing few services such as charge on delivery, accepting custom decoration according to customer demands and others. In the context of operational budget, we are estimating that our raw material will consume as much as RM 30,090 per month. The amount money for the fixed asset will be RM 26, 008 and monthly expenses will be RM 5,972. Next, for the other expenses in operational plan it will be around RM 2,510

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1.1 Introduction

A business plan in its simplest form is a guide, which means a strategic roadmap detailing objectives and explaining how you plan to achieve those goals. Often, a business plan also offers guidance for a company to prepare its future and helps it avoid road bumps. It is such an essential and vital tool to have and produce in any organization, business, department and other agencies that have just begun their business. By spending the valuable time in making a crucial business plan that needs to be in an accurate scale and up-to-date, it means that an asset which pays large long-term dividends.

Business plan plays an important role in any field or type of business. It gives us a good viewing image of the flow of our business going and the condition of the business goes. The preparation of a good business plan can create an excellent impact in profitability, also influence the future process, and work flow of the business in the particular company. We are providing our business plan specifically for bankers, suppliers, manager of financial and employees of our company. This will expand the development of our company with the opportunity in achieving the goals and objectives.

The primary challenge for any manager in each of different management is to creatively solve problems. The principles of management have been categorized into four major functions which are planning, organizing, leading and controlling. These four major roles summarized, are generally highly integrated in the meantime of carry out in the day-to-day realities of running an organization. The strategic management must be involved by every partner that is related in the company in order to put the very best effort to complete our goals and get a great achievement towards our organization.

In the administration department, it involves in making decisions for the company, whereas businesses need managers to oversee employees and typically interview and hire new employees for the company.

In the capital year, the financial department handles the accounting of a company. It also records both sales, expenditures, company equity and payable accounts in order to pay for

1.2 Purpose of business plan

Business plan is a written report describing the nature of the business, the sales and marketing strategy, and the financial background, with a forecast statement of profit and loss. This business plan is very vital to a new company like HANI's Cupcake as it may help us to keep maintain our business longer in the area of UiTM Campus 1 Samarahan.

Firstly, to introduce the company and the team. Every of the company who are just started to run a business should be able to initiate their company's production and expose what are the business that have been run. As we are started to run a cupcake shop, we as a team should have the ability to work together as a team and gives a huge cooperation in organizing the company. The people should be recognize of what the business of the company is and know the responsible members of the company by state the important information in the varieties of media form which is reachable and suitable for both of the company and the users.

Next, to experience of the leadership team of the business. The members who are participating in the business have to experience the environment of working in a team with the roles that have been given to them. For HANI's Cupcake, all of our member get to feel and learn to be a leader by handling the task of the given position that are need to be accomplish efficiently and excellent way of managing the job. Therefore, everyone must have a chance to experience himself or herself in guiding the team in the field of business that will be their opportunity to lead the team and increase their ability in communication process.

Furthermore, to share the products and services of the business. Any production or manufacturing of the products itself will have to be spread to all of the people in that area which can make a judgement and comment about the quality of the products. The services that being provided in the company are also being evaluate in order to make another improvement or maintaining it as what the customer' s prefer. The shop of HANI's Cupcake will display the product accurately to the nowadays taste and style because it makes the win-win situation for both of the company and the customers.

Finally, to enhance the ideas behind the business, which means the allocation of any kind of plan or the topic that want to point out, will be consider and hear by the members of the organization that will make a perspective and personal opinion about the ideas that being pint by the staff members. Although it is not in the topic of business, but begin the discussion that is not related to business is somewhat necessary to be discussed, as it is resemble the commitment given by each of the members.