



اَوْنِبُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSSINES PLAN



BELLE JOURNÉE

PREPARED BY:

NAME :

- 1) NURUL SYAHIRAH BINTI MD SHAH
- 2) NURUL ATIQAH BINTI ABU BAKAR
- 3) NURUL IZZAH ABUL JALIL
- 4) NURUL FATIN HAMIZAH BINTI AH SIAK @ MOHD HELMI
- 5) FATIMAH ZAHRAH BINTI ABDULLAH

STUDENT ID :

2018212282
2018267232
2018267916
2018678788
2018419938

GROUP : J4EM1105K

LECTURER : MISS MADIHA BINTI BADROL KAMAR

TABLE OF CONTENTS

| NO | CONTENTS | PAGE |
|-----------|-------------------------|-------------|
| 1 | 1.0 EXECUTIVE SUMMARY | 4 |
| 2 | 2.0 INTRODUCTION | 5-16 |
| 3 | 3.0 ADMINISTRATION PLAN | 17-25 |
| 4 | 4.0 MARKETING PLAN | 26-44 |
| 5 | 5.0 OPERATIONAL PLAN | 45-70 |
| 6 | 6.0 FINANCIAL PLAN | 71-87 |
| 7 | 7.0 CONCLUSION | 88-89 |
| 8 | 8.0 APPENDICES | 90-93 |

1.0 EXECUTIVE SUMMARY

A business plan is a written document that explain in detail how a business, usually a startup business to defines its goals and how to accomplish its objectives. The business plan lays out a written vision for the firm from marketing, operational, financial and administration. Business plan is important document and it also a good way for companies to make their company target going forward. This business plan will introduce Belle Journée Company.

Belle Journée is a bakery business that provide or serve various homemade cakes and cookies that offer current trending dessert and up to date cake design. The uncompromising quality cakes and cookies using natural and quality ingredients, coupled with reasonable pricing has formed new lifestyle culture, including of a loyal base of cakes and cookies lovers.

Belle Journée Bakery will provide all the customers in lower, middle or upper income household by serve the product with affordable prices and by serve excellent services that will make the customers satisfied. Belle Journée also will serve to the local bakery, restaurant and local café that would like to be partner business with our company. Through this partnership, both of the business will get the benefits.

Belle Journée Bakery has its own unique feature that makes it stand out from the other competitors, and one of the features is it serve products that using natural ingredients. This feature shown that Belle Journée use safe and high quality ingredients in baking the products. Besides, Belle Journée will hire high skilled worker in baking. This shown that the appearances and the texture will put a smile on the face of customers after one bite of our goods.

2.0 INTRODUCTION TO THE BUSINESS

i) NAME OF BUSINESS

It is not easy to select a name for our new company. A name for our company is not just a name but it does more than identify our company. It shows the customers who we are and what we do. On behalf of our company, the name chosen is Belle Journée. The name of our business is based on French language and there are meaning behind of it. The word “Belle” mean beautiful or nice and the second word “Journée” stands for day. By having this name, the vision will go along this name as people purchase our products, they will have a nice day ahead of them after having a bite of our cakes or cookies.

ii) NATURE OF BUSINESS

The main activity of our company is online bakery business. Our company is a partnership business company provides various homemade cakes and cookies that offer current trending dessert, reasonable price and up to date cake design. Five partners found this business; they are Nurul Syahirah binti Md Shah as the General Manager, Nurul Atiqah binti Abu Bakar as the Administration Manager, Nurul Izzah Abul Jalil as the Operation Manager, Nurul Fatin Hamizah binti Ah Siak as Marketing Manager and Fatimah Zahrah binti Abdullah as Financial Manager.

iii) INDUSTRY PROFILE

Baking industry have been in production for thousands of years. Early during the Roman Empire, the art of baking was developed around for thousands of years. The art of baking was developed. Roman citizens enjoyed baked goods and often booked them for important events such as feast and weddings. In Malaysia, the bakery industry is very dynamic and rapidly industry with an estimated number of thousands of baked products suppliers in this country. These including the stand-alone smaller bakeries, commercial bakeries, home bakeries and F&B outlets with their own bakery production lines. The Malaysian market has shown a positive rise in baked goods, as the goods are progressively consumed at breakfast, tea breaks or even lunch instead of rice and noodles.

iii) LOCATION OF THE BUSINESS

The exact location of our company is at 7, Jalan Riang 22, Taman Gembira, 81200 Johor Bahru, Johor. The chosen location can be considered as strategic place because it is near with the residential area, a lot of bakery and easy transportation. Johor Bahru also is the place that near with the big mall that can attract people to pass by our place. Therefore, we could see there is a big opportunity for this company to penetrate into the market there.

iv) DATE OF BUSINESS COMMENCEMENT

We have registered our company with Suruhanjaya Syarikat Malaysia (SSM) on 28 December 2020. Our business start to move on 13 February 2021 and this date are same as our company date of commencement.

v) FACTOR IN SELECTING THE PROPOSAL BUSINESS

There are several factors when selecting the proposal business. One of the factors in selecting the proposal business is to achieve our purposes. Before begin our business, usually we have some goals to achieve such as making money. As enhance, we want to introduce the uniqueness of our product so there is different between our product and others.

Next, the other factor in selecting the proposal business is to fulfill the customer's satisfactions. As an entrepreneur, we need to think out of the box to produce a worthy and quality product. Therefore, the customer would purchase from our company because our goods fulfill the customer's satisfactions.

vi) FUTURE PROSPECTS OF THE BUSINESS

VISION : To be a well-known bakery company

MISION : To fulfill the satisfaction and delight our customer's day with our fresh homemade cakes and cookies that use only natural ingredients.

Our future prospects of the business are we want to make 1 Malaysia know our bakery and be the first choice of customers and consumers in bakery industry in Johor and all state in. Next, we will produce the highest