



C

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TARTLICIOUS COMPANY

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1) INTRODUCTION

Every business has their own name and every name will bring their own meaning. Sometimes it will present the name of the family's owner. At the same time also, the name of company will bring out the background of the company that tell us how the company is created. Our companies name is "Tartlicious" which are based on partnership business. This name was chosen with the approval of all company's shareholders. "Tartlicious" is reflected to seven friends that have signed the agreement to be shareholder and build the company based on the production of tart with various flavor as the main product. Without shareholders, this company cannot be build due to the problem of capital, management team and others.

The main reason of the establishment of Tartlicious is because of the demand which the people nowadays want to try something new when they want to eat. This is due to the lifestyle of the people nowadays which want to eat something that is not so heavy but can filling. Our services are also relevant especially at the Segamat area which situated in shopping complex which is One Segamat that are strategic to attract people to buy our product. We produced various flavor of tart such as mangoes, key limes, durians and passion fruits. We make some innovations in produced our dessert based on local fruit in order to compete with existing company that produced egg tart.

Our business has been registered on 1 December 2014. We choose 1 January 2015 as a business commencement, as a new beginner we try our best to gain high profit monthly. We focused on producing dessert that contain high nutrient which are suitable for all stage of ages. In our business, we had chosen partnership as the nature of the business. The reason we choose partnership are because the ideas and knowledge among the top management can be shared and no idea will be taken for granted because the capitals are from the contribution of all shareholders and able to less the risk and reduce the liabilities of owner which it is distribute to all share holders .

Lastly, for future prospect of the business our company tries to be the first choice focus on Malay halal produce. We also provide quality cakes with the greatest taste to meet customer's satisfaction and to achieve zero complaint from our customer.

1.1) PURPOSE OF BUSINESS PLAN

Business plan is one of the tools that required to be prepared in order to open the business. Business plan is written documents which describe the purpose business to be undertaken in the comprehensive manner. It is also known as a project paper, working paper, business proposal or prospectus.

A business plan is a written summary of entrepreneur, purpose business venture; it's operational and financial detail, its target market opportunities and strategies and its manager skill and ability. The plan serves as an entrepreneur's road map on a journey toward building a successful business. It described the direction of the company is taking, what is goal are where it's want the company to be, and how it's going to get there

They are many purposes of business plan as follows:

❖ To apply loan from a financial institution to establish our business

- A good business plan will enable us to convince the financial institution to provide loan. Basically, the financial institution such as banks will only provide loan to the business that they trust will bring profit and able to repay it. In our case, we apply the loan from Agro Bank.

❖ As a business guideline

- The business plan consists of planned strategies and the rules and regulations. Thus, it becomes our comprehensive guideline in our daily operation. As a guideline, it can avoid the confusion thus it gives the clear direction to achieve the goals.

❖ To maximize the profit and avoid wastage

- In business plan, the details about the budgets and the way to utilize it, is clearly identified. The effective and efficient management of cost will decrease the cost and at the same time maximize the profit. Through the business plan, the budget is preferred to be utilized only for the related
- Expenses and the unrelated expenses must be avoided as to decrease costs.