



**UNIVERSITI TEKNOLOGI MARA SARAWAK**  
**KAMPUS KOTA SAMARAHAN**

**TOTALLY PIE**  
**(Food Services)**

Intan Syafiqah Binti Edrus	2011696674
Llywynnie Anak Unang	2011973251
Diyana Habsa Wati Binti Mustapa Kamal	2011621228
NurFarah Ezzati Binti Ebrahim	2011406746
Mohd. Teety Shafrizan Bin Kanchil	2011562209

**DIPLOMA IN TOURISM MANAGEMENT**

Date of Submission: 19 March 2014

Prepared for:  
Mdm Noraida Omar

## TABLE OF CONTENT

<b>Content</b>	<b>Page</b>
Letter of Submission	<b>2 – 3</b>
Acknowledgement	<b>4</b>
Executive Summary	<b>5 – 6</b>
Business Plan	<b>7 – 18</b>
Partnership Agreement	<b>19 – 21</b>
Marketing Plan	<b>22 – 37</b>
Operational Plan	<b>38 – 58</b>
Administration Plan	<b>59 – 76</b>
Financial Plan	<b>77 – 97</b>
Appendix	<b>98</b>

## **LETTER OF SUBMISSION**

**Totally Pie,**

Ground floor,  
The Summer Shopping Mall,  
Jalan Datuk Muhammad Musa  
94300 Kota Samarahan,  
Sarawak.

30 January 2014

**Mdm Noraida Omar,**

ENT 300 Lecturer,  
Universiti Teknologi MARA (UiTM), Sarawak,  
Samarahan Campus 2,  
Jalan Meranek,  
94300 Kota Samarahan,  
SARAWAK

Mdm,

## **SUBMISSION OF OUR BUSINESS PLAN**

As stated above, I; Intan Syafiqah bt Edrus, as the General Manager of Totally Pie, acting on behalf of my fellow group partners, would be interested in submitting our Business Plan for your reviewing purpose.

2. It is hoped that through the proposed Business Plan we are able to improve our financial base, basic in forming business venture and also to further improve our presentation appropriately. All information should be available in the Business Plan included together with this letter.
3. We would like to thank you for all the support and information you have given us during the progress to prepare the business plan. Your attention, guidance and cooperation had given us the motivation until this business plan is finally completed.



## Executive Summary

The name of our company is Totally Pie. Our business is a partnership where each partners contributed certain amount of fund as the starting company capital as agreed in agreement. The main business activity is providing food service. Our main menu is pie where we offer variety choices of pie.

There are no sleeping partners and all are entitled to participate in the business management. We agreed that Intan Syafiqah Binti Edrus as the General Manager, Llywynnie Anak Unang as the Marketing Manager, Diyana Habsa Wati Binti Mustapa Kamal as the Operational Manager, Nurfarah Ezzati Binti Ebrahim and Mohamad Teety Shafrizan Bin Kanchil as Financial Manager. Other than that, there are other employees too which consists of two cashier and two chef.

The management team will be led by the General Manager and will be assisted by the other executives. The General Manager is responsible in planning, leading, controlling and organizing the business. The Administration Executive is responsible for the job that related to administration such as planning, arranging the remuneration schedule of salary and wages and will also take the responsibility as a human resource executive. The Operational Executive is responsible to the entire job that related to the operation and will supervise and coordinate the operation of the business. The Marketing Executive will responsible to create the marketing plan, identifying the customer's need and demand, identifying the competitors, target market, market size and forecast the future market. Lastly, the Financial Executive will handle the financial matters such as preparing the budget and financial statement for expenses of each departments and controlling the flow of the money of the organization.

Basically our business is focus on food service. Our shop is located on ground floor of The Summer shopping mall. The reason why we choose this location is because it is situated in area of business people, students, residential area and working people. After we made a research, most of people especially from students' feedback, they want a place where they can casually relax with friends, grab something light to eat and enjoying the atmosphere of a chill café. Besides that, anyone who comes to our shop could do something else such as doing assignment, meeting people or just relax and read and have a nice pie that we served.

In our shop, we choose modern contemporary and a bit of retro style as our concept. We have book shelf that consist of magazines, newspaper and books for customer to read. With a lounge and cafe music in background, the customer will feel the atmosphere of a good place to chill. It is simple but can fill the customer needs. And for beverages we offer menu that consists of chocolate drinks, soft drinks and coffee. Every Wednesday, there will be discount for every customer. 10% for every pie they purchases. For those who apply member

## **Introduction to business plan**

Totally Pie, the registered name for our company is a company that basically is a food service which the main menu is pie. It offers more than a single choice of pie. Our customer can enjoy the pie while having a good time at the shop by reading, doing assignment and lots of things. We will also give a special discount every Wednesday. Furthermore, we offer a great deal of discount if one becomes a member.

## **Name of the company**

Our company name is 'Totally Pie' which is given since we offer variety of pie. We chose this as our company's name as we would like to imply that our offer much kind of pie and that customer will know it by just the name. And as for that, we will be very sensitive to the surroundings' demand and we will be providing the best service available to the customers in order to meet their needs.

## **Nature of business**

Totally Pie is formed under partnership business entity. The reasons why we chose partnership are:

1. All of us are the capital contributor for the business.
2. Owners can reduce the liabilities and able to take less risk in the business as it is distributed amongst the shareholders.

Our nature of business is food services. We involved mainly in providing pastry for customer which is the pie.

## **Industry Profile**

The main reason of the establishment of Totally Pie is because of the awareness of our team in the golden opportunity to make profits and success in providing pastry and basically a coffee shop. This is due to people's today lifestyle which makes them having different perspectives on how they see things. People want new things and changes. Customer demand new thing and that they want something different. We offer this since we know that people need more than a place and that they have multiple choices to go to which shop. Thus, it cannot be denied that the chances for our business to be successful is quiet high and