



اوتنوورسيٲي مارا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF COMPUTER SCIENCE
FUNDAMENTALS OF ENTREPRENEURSHIP
ENT300

PREPARED BY:



Dynamic Cake

PREPARED FOR:

MISS SITI NORDIYANA BINTI ISAHAK
DATE OF SUBMISSION: 14 & 15 March 2017

1.	Muhammad Imran Bin Rahmat	2015886592	JCS1104F
2.	Nuratikah Binti Abu Bakar	2015854588	JCS1104F
3.	Mohd Norsazli Bin Baharudin	2015874238	JCS1104F
4.	Muhammad Hafif Bin Rosman	2015812182	JCS1104F
5.	Kamil Sidqi Bin Salim	2015883718	JCS1104F
6.	Azizah Binti Edy	2015851134	JCS1104F

Diploma in Computer Science,
CS110,
UITM Cawangan Johor,
85000 Segamat,
Johor Darul Takzim

Miss Siti Nordiyana binti Isahak,
Lecturer of Fundamentals Entrepreneurship(ENT300),
UITM Cawangan Johor,
85000 Segamat.

15 March 2017

Dear Miss,

SUBMISSION OF BUSINESS PLAN PROPOSAL(ENT300)

Referring to the matter above, Dynamic Cake would like to submit the business plan for your analysis, evaluation and references. Dynamic Cake business and the address are as mentioned below:

Details of the partners are as follow:

1. Muhammad Imran Bin Rahmat
2. Nuratikah Binti Abu Bakar
3. Mohamad Norsazli Bin Baharudin
4. Muhammad Hafif Bin Rosman
5. Kamil Sidqi Bin Salim
6. Azizah Binti Edy

Business Address:

No 56, Jalan Rivera 1, Maharani Rivera, 84000 Muar/Tangkak

2. This business plan was completes according to the guidelines and requirements given according to subject related. This business plan is build up to serve as a guide and prototype for a business proposed deal which is started with the manager followed by the administration, marketing operation and financial officer.

Thank You,

Your sincerely,

(Muhammad Imran Bin Rahmat)
General Manager,
Dynamic Cake

CONTENT	PAGE
ACKNOWLEDGEMENT	2
EXECUTIVE SUMMARY	3
INTRODUCTION	
PURPOSE OF BUSINESS PLAN	3-4
OBJECTIVE, VISSION AND MISSION	5
COMPANY BACKGROUND	6
COMPANY LOGO	7
PATNERS BACKGROUND	8-13
LOCATION OF THE BUSINESS	14-17
PATNERSHIP AGREEMENT	18-27
ADMINISTRATION PLAN	28
INTRODUCTION	29
OBJECTIVE	30
ORGANIZATIONAL CHART	31
LIST OF ADMINISTRATION	32
SCHEDULE OF TASK AND RESPONSIBILITIES	33-34
SCHEDULE OF REMUNURATION	35
EMPLOYEE INCENTIVE	36-37
LIST OF OFFICE EQUIPMENT	38-43
ADMINISTRATION BUDGET	44
MARKETING PLAN	45
INTRODUCTION	46
OBJECTIVE	47
BENCHMARK	48-49
PRODUCT DESCRIPTION	50-51
TARGET MARKET	52
PRICE DETERMINATION	53
MARKET SIZE	54
COMPETITORS	55
MARKET SHARE	56-57
SALES FORECAST	58
MARKETING STRATERGIES	59-63
MARKETING BUDGET	64
OPERATIONAL PLAN	65
INTRODUCTION	66
OBJECTIVE	67
OPERATING STRATERGY	67
PROCESSS FLOWCHAR	68-71
PRODUCTION SCHEDULE	72
MATERIAL REQUIREMENT PLANNING	73-74
MACHINE AND EQUIPMENT	74-75
LIST OF SUPPLIERS	76
LICENSE, PERMIT AND REGULATION REQUIRED	77-79
BILLS OF RAW MATERIALS	80
OPERATIONAL OVERHEAD	81-82
OPERATIONAL LAYOUT	83
OPERATIONAL BUDGET	84

FINANCIAL PLAN	85
INTRODUCTION	86
OBJECTIVE	87
CAPITAL EXPENDITURE PROJECTION	88
PPRE OPERATING AND WORKING CAPITAL	89
SALES AND PURCHASES PROJECTIONS	90
NEW PROJECT IMPLEMENTATION COST	91
SOURCES OF NEW PROJECT FINANCING	92
CASH FLOW FORECAST	93-94
PRO FORMA-CASH FLOW STATERMENT	95
PRO FORMA INCOME STATEMENT	96
PRO FORMA BALANCE SHEET	97
CONCLUSION	99
APPENDIX	100

EXECUTIVE SUMMARY

Our company's name is Dynamic Cake.

Our business provide the set of lemon cake with pavlova for dessert based on good quality of material. We combine both of this to make it more tasty and easy to eat.

For our business, we are provide set of dessert which is lemon cake with pavlova as our major product because we know the product is marketable in local and international market since it is a food that everyone in this world eat and we try to make something unique.

Our business center is located in No 56, Jalan Rivera 1, Maharani Rivera, 84000 Muar/Tangkak, Johor.

We have registered our company on 2nd November 2017. Our business will start operate on 8 January 2018.

There are a few reason why we choose this particular business it is because it help eat in easy way by combining both lemon cake and pavlova. It's also give a taste of sweet (pavlova) and sour (lemon cake) that can make our customer satisfied with our product.

The future prospective of the business:

- Hope that this company will continue to evolve with the ever-increasing profit.
- Keep on update our product base on customer demand.
- Keep on making a new product.
- Survive in the sourcing the product.
- Increase the number of customer continuously.
- Improve our management system in business.
- Enlarge our scope in business.