



UNIVERSITI  
TEKNOLOGI  
MARA

Faculty of Plantation and Agro technology

UNIVERSITY TEKNOLOGY MARA

CAMPUS MUKAH 2

ENT 300: FUNDAMENTALS OF ENTREPRENEURSHIP

Title: KING OF DONUT'S

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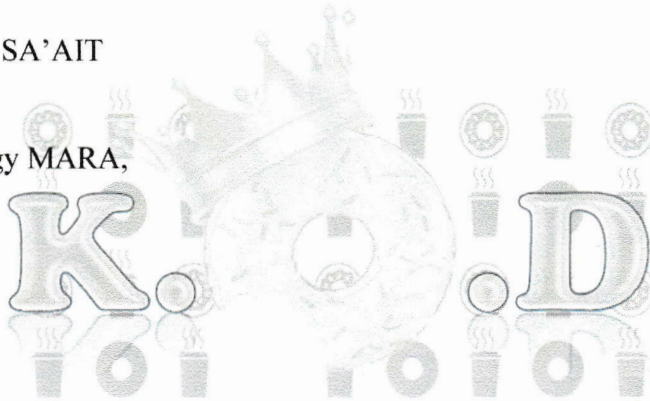
Date of submission: 20<sup>th</sup> MARCH 2017

## **Letter of Submission**

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MARCH 2017

Madam,

RE: Submission of Business Plan

As a representative of our company, "KING OF DONUT'S", would like to submit the business plan for you to evaluate and to initiate further action. We are thankful for generous amount of motivation and support. Not to mention the guidance given has indeed paved us the way and anchored us towards our aims and goals when preparing and finally completing the business plan on time as scheduled.

## **Executive Summary**

This business is based on partnership where it consists of five members which hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operation Manager, and Financial Manager. The business capital is amounted to RM 28,540 where the total contribution of each member is RM 6,540 from the General Manager, RM 5,500 from the 4 others managers. The rest of the business capitals are the loan from Bank Rakyat Malaysia Berhad.

Our priority is to serve the best and excellent product, services and communication to our customer in term of quality and performance expectation. We will provide promotions by purchasing 4 donuts will get 1 free donut. Our company will also be trained to serve our customer to their fullest satisfaction.

Our company consists of five managers to make sure all operation run smoothly without having any problems. General Manager will do all the early stages of planning. Next, Administration Manager will control the activities to achieve the plans. The Operation Manager will give order and manage all matters regarding the operational planning and working duty. Financial Manager is responsible to track and record the flow of money accurately.

We ventured into this business because we would like to be the first entrepreneur to provide many varieties of donuts in Mukah area. With the loan that given as a support from Bank Rakyat Berhad, we are hoping that King of Donut's able to achieve the outstanding demand from the customer. This will only be reality by the full cooperation and efforts among the partners to promote company.

We will expect that our business will become more developed in the future because the new innovation in our product, the demand will increase not only during any occasion but might be a trend. This will give more advantages for us to make our product more profitable, stable and long run.

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# GENERAL PLAN

## 1.1 Introduction to General Plan

King of Donut's is the name of our company. The reason why we name it King of Donut's because we serve donut as our main menu. Besides donut as our main menu several types of coffee and delicacies also included in our menu list. King of Donut's is a place where people gather, chill and relax by having a cup of coffee and a taste of a true donut. This company establish on January 2018, consist of 5 members. Each member has their own position as General Manager, Marketing Manager, Operational Manager, Administration Manager and Financial Manager. Our target markets are wholly Mukah. Our company operates from 9:30 a.m. until 10:30 p.m. at Mukah New Township. Business hour for our company is from 10:00 a.m. until 10.00 p.m. We only accept cash as an exchange of services and products that we provide.

### 1.1.1 Name of Company :

- ✓ The company name, King of Donut's as we suggested and decided to name it because our company not only serve donut but also serve other type of pastries and several type of coffee.

### 1.1.2 Nature of Business :

- ✓ Our business entity of the company is partnership.