



اُنُوَرُ تِكْنُوْلُوْجِيْ مَرَا
UNIVERSITI
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MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN REPORT

THE BREAD BOX

PREPARED BY:

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PROJECT TITLE: BREAD, CAKES AND PASTRIES

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TABLE OF CONTENT

CONTENT	PAGES
Executive summary	1
<u>Section 1: Introduction</u>	
• Introduction	2 – 3
• Purpose of Business Plan	4 – 5
• Business / Company Background	6
• Partners / Shareholders Background	
✓ General Manager	7
✓ Administrative Manager	7
✓ Marketing Manager	8
✓ Operational Manager	9
✓ Financial Manager	10
<u>Section 2: Marketing Plan</u>	
• Product or Service Description	11 – 12
• Target Market	13 – 14
• Competition- The Strength and Weaknesses of Competitors	14
• Market Share	15 – 16
• Sales Forecast	17
• Marketing Strategy-Product, Price, Place, Promotion	18 – 19
• Marketing Budget	20
<u>Section 3: Operation / Production Plan</u>	
• Operation Process	21 – 22
• Process Flow Chart	23
• Capacity Planning – output in units /operations time	24
• Material Requirement	
• List of Operations Personnel	25

EXECUTIVE SUMMARY

'The Bread Box' is a business company that focused solely on the food production. The type of food that is produced by the 'The Bread Box' is bread, pastries and cakes/cupcakes. The location of our business shop is located within the Kota Samarahan area.

Besides that, our business 'The Bread Box' is a partnership business which consists of four members. Therefore, according to our partnership agreement, each one of the member must contribute certain amount of capital contribution to make the business to become successful. 'The Bread Box' is managed by Ms. Angellia Samantha anak Sibat, the General and Administrative Manager, Ms. Tiffanie Tera anak Luan, the Marketing Manager, Ms. Aina Firzanah binti Rajuna, the Financial Manager and Nur Zaitul Fazierah binti Nidza, the Operational Manager. The other employees is the kitchen helper, chef and clerk.

The business starts at 9.00 AM – 5.00 PM on Monday to Sunday at which the operation hour itself starts at 10.00 AM – 5.00 PM. The business shop will be closed on Wednesday to give some rest for the workers.

In the Business Plan itself, we have summarize the the administrative, marketing, operational and financial objectives of 'The Bread Box' with a detailed budgets and plan of how the business is progressing.

INTRODUCTION

i. Name of Business

The proposed name for our business is, The Bread Box. The word 'Bread Box' or in its other name the bread bin brings the meaning of a container for storing bread and other baked goods to keep them fresh. We are choosing this name as it symbolize our bakery in keeping our products fresh and high in quality. This is because the freshness of the prodct has a big impact on customers' perceptio of quality. Besides that, the name of 'The Bread Box' also symbolize our main product which is bread and pastries asides from the cakes and cupcakes.

ii. Nature of Business

The Bread Box is a partnership based business comprising of four partners that are responsible to the upbringing and the whole operation of the business with the major goals which is to gain profit. The Bread Box will be selling the breads, pastries, and also some cakes and cupcakes for special occassion.

iii. Idea of Business

The business idea emerge from the conversation from one of the partner and her friend. The first

iv. Industry Profile

The Bread Box is an establishment that which produces and sells bread, pastries, cupcakes and cakes. As of this century, a ready made food is so significant in everyone's life as it helps to reduce the time for busy people to prepare for their own meals. The bakery itself also serves a fresh baked products so that people can taste the freshness of products that our bakery sells.

PURPOSE OF BUSINESS PLAN

The purpose of The Bread Box business plan are as below:

- I. One of the purpose of the business plan is to gain a better understanding, viewing and evaluating the proposed business venture in a deeper value of objective, critical and also practical manner. Clarifying the objective and direction of business will allows to understand the steps needed to be done in order to improve the business.
- II. Next, to ensure the highest possibility of our business to success. This is because writting a business will make us pay more attention towards the broad operational and financial target of our new business such as the budgeting and marketing plans. The financial plan will ensure that our business will become cost-efficient in every task and able to avoid any loss and wastage towards our business. Besides, it will give us a clear picture of how the operational and the financial is progressing. Thus, we can plan many other events in the future for our business to gain some profits so that our business will continue to grow sucessfully.
- III. Besides that, the purpose of the business plan is to apply for financial loans and supports from the government organizations and other relevant agencies. For an entrepreneur who had just started to begin entrepreneurship journey, it is absolutely impossible to own a load amount of money immediately. Generally, there is always a large consumption of money at the beginning of the business. Therefore, loans and financial plan needs to applied. Loans can be made using accounts receivable or inventory as collateral. Banks sometimes loan the short term money to small businesses to enable the small business to grow. As the business grows and their own assets enable them to earn money, they can repay the working capital loan to the bank.