



FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

ENT300

Fundamentals of Entrepreneurship

THE HOUSE OF DESSERTS

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1.0: INTRODUCTION

1.1 EXECUTIVE SUMMARY

Our company "The House of Desserts" is a type of café that sells many kinds of desserts. Our company deals with the food industry, whereby we consider the quality and the tastiness of our desserts. Eventhough this type of café already existed, we are sure that our café will give us tremendous profit and opportunity because of our unique and tasty desserts.

The name of our café was suggested by one of our partner, and is agreeable by others. It is simple yet it describes what our café is about. Our café will be focusing on a high quality of services, high quality of desserts, creative promotions and continues development of employees. We expected it to be successful in less than one year.

We also have a strategic location for our café, which is located in Perdana Park, Tanjung Aru. As we all know, Perdana Park is a recreational park that is famous for its beautiful environment and colourful water fountain. It always attracts people from inside and outside of the country. Our chosen target market includes 40% of teenagers and children, 20% from the nearby residents and 40% of young and married couple.

We are sure to attract young and married couple as we offer catering for special occasions such as birthday party. We will give the customers full support in preparing for the occasions, whereby the customer will not need to prepare their own table for the desserts.

Our competitor would be Cupcake Chic, Multibake and Southern which located in Centre point. Our business and the competitors business focus on the same target market and pricing structures as ours. What will make our café is much special is that we offer catering services, Wi-Fi and special pricing for our members. With consistent care of the quality of our service and product, we are sure to get more than 50% of loyal customers.

In the future, we have planned to expand our business to other district that has the potential in succeeding our business. We also want to expand our business to Sarawak and peninsular Malaysia. We want our café well known in all parts of Malaysia. The

possibility of it to come true is very high as nowadays, people love to eat desserts. We will have variety designs, flavor, decorations and unique packaging. This way, we can retain our customers' loyalty. We will also focus on building strategic relationships with our suppliers, customers, friends and family.

Building relationship with the suppliers will give us many benefits, such as we can gain more discount on raw materials. Relationship building with the customers will increase the loyalty of our customers. Meanwhile, building much more strategic relationship with our friends and family will give us benefits in terms of advertising. When the relationship is strategic, surely they will help us to promote our café to other people. Thus, it can make our café well known to the peoples.

The contribution that our café can give to the society and country is by providing them job opportunities and the development of the country's economy sector. The capital that we use for this café will be financed from the partner, which is amounted up to RM 80, 000, and loan from the bank.

By that, we are sure to run our business effectively and efficiently. We also believed that through the efforts contributed by the partners in this business, we would achieve our goals, objective, vision and mission.

*Life is sweet like
The House of Desserts*

1.2 INTRODUCTION

The House of Desserts is a partnership café. Our business consists of four partners who is responsible to run this business, that is, Awang Aznil Awang Zainudin as the General Manager and Administrative Manager, Siti Nur Anisah Rosli as the Marketing Manager, Zaharah Johari as the Operation Manager and Siti Farahanah Kawi as the Financial Manager.

Our business is the type of small and medium business (SME). According to the 10th Malaysian Plan, SME's work as an engine of growth and innovation by reducing regulatory costs borne by SME's, building capacity in SME's, supporting the creation of an entrepreneurial culture, strengthening, enabling infrastructure and enhancing access to financing.

The House of Desserts sells many types of unique desserts, which is cupcake, macaroons, cookies and marshmallow sticks with various kinds of flavors, filling and decorations. With the continues improvements of taste, quality and design of desserts, we are sure to attract the heart of many people around the district.

We planned to start our business in Perdana Park, Tanjung Aru, as it is the most attractive place in Kota Kinabalu. The factors we choose Perdana Park as our business place because there are many teenagers, children, young and married couple at that area that would love to eat cute desserts.

The impact of our business to the surrounding would be the opening of job employments and it will help the economy of Malaysia to increase. We would open up more job application for the citizens, which will then reduce the amount of unemployment. We will help the economy of Malaysia in terms of paying the tax for our business.

With the opening of our café, the citizens will enjoy much more variety of desserts to choose from. There will be The House of Desserts, which is our café, Cupcake Chic, Multibake, Southern, Speggi and Secret Recipe. The citizens will have the ability to choose from many café to consume delicious desserts. We will add up more attraction to Kota Kinabalu, as The House of Desserts will be well known in the hearts of the citizen.