



UNIVERSITI TEKNOLOGI MARA

CAWANGAN SABAH

“SWEETY CANDY COMPANY”

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INTRODUCTION

The name of Sweety Candy is come because of the product itself. Our product is a candy icing that made from sugar icing. Our candy has good quality and our products can be formed into a variety of forms depending on the needs of customers. We take our raw materials from our supplier Sincere Cake Ingredients which is located in Jalan Lintas, Kepayan. We would like to introduce our product to the peoples of Kota Kinabalu and Sepanggar area since this product is very rare and hard to make. Our shop is located in Sulaman Central and it is a strategic place to open a business royal icing candy. We choose Sulaman Central as our store location for several reasons.

One of the factors why we chose Sulaman Central as our store location is because one of our target customers is a student university. Majority of students of the UiTM and UMS live around Sulaman Central. We are targeting students who live near Sulaman Central and nearby to buy our products and make our products as a gifts and cake decorations.

We are also targeting people who want to have a wedding and make our products as a gift and give it to the guests as a token of thanks for their attendance to the event. Our products also offer reasonable prices depending with the size, quality and appearance and according to the ability of those who live near Sulaman Central. The people who live around Sulaman Central able to buy our products as people who live around Sulaman Central mostly middle class people.

PURPOSE OF BUSINESS PLAN

Our purpose to make this business plan is

- 1) To give job opportunity to peoples especially to Bumiputera.
- 2) To evaluate whether this company able to compete with another competitors.
- 3) To give opportunity to the people to be the entrepreneur.
- 4) To fulfill the requirements of ENT300 subject.

INTRODUCTION

Any business organization may require an administrative executive as it is a great importance role in order to endure the efficiency and success of a business. The management of an organization will be managed by persons they will be organized properly in order to ensure each of them have their own task to do. Besides that, if the organization is organized properly, the clients will be able to loyal to the organization.

To achieve company goals, the effective way is to develop a proper planning in the business. This is one of the of the administrative manager responsibilities. This can avoid the wastage of using the resources. So that, by using resources wisely, this can save company budget and at the same time the business can run smoothly.

Besides that, the administration manager also will in charge all the employee salary. Then, all the employee benefit will keep in save and will be record. Besides, the administrative manager will provide training and development to the staff. This is to let the staff be more precisely in doing their work.

There are many important elements that comprises in an administration plan are an organization chart, administrative budget, expenses and so forth. In fact, a good administration will be able to ensure that the business management is in a good condition by properly organizing and conducting the organization activities in order to achieve the company goals in term of vision, mission and the objective in an organization. Thus, it is very important to consult disciplinary and gain full cooperation among the staff.

COMPANY VISION, MISSION AND OBJECTIVE

COMPANY VISION

The vision is the long term goal of our business. It is often stated in terms of a value statement announcing where the business wants to go or what it aspires to be. Realizing the important of this, we have agreed about our company vision as follow:

- ✓ To be recognized as the best royal icing in Malaysia
- ✓ Expand widely while maintaining the homemade feel in our royal icing
- ✓ To have our product in every country in Malaysia

COMPANY MISSION

A mission is a statement of purpose or the reason for existence of our company in this agricultures industry. It establishes the identity of the business and what it is does. It defines long-term goals of the company but in a specific period.

The mission of a company is the unique purpose that sets it apart from other companies of its types and identifies the scope of the operation. The mission statement for the Sweet Candy is;

“To provide the most delicious and unique of sensational and widest variety of create food use icing in place that gives you not only good food but an interesting design.”