

**MARA UNIVERSITY OF TECHNOLOGY.
MERBOK CAMPUS.**

**BUSINESS PLAN:
KEDAH'S TRADITIONAL CAKES AND BISCUITS.**

**PREPARED BY:
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INTRODUCTION.

Sri Tradisi is a trading business that acts as supplier of Kedah traditional and modern cakes and biscuits to the retailer around Kedah. This company will only repack and supply the product that received from the manufacturer to the retailer around Kedah.

The operation center is situated at C 57, Jalan Permatang Gedong, Taman Sejati Indah, 08000 Sungai Petani, Kedah. The location is chosen because it is situated near at the PLUS North – South Highway and the commercial area is one of the fast growing commercial areas.

The lot is a three-storey shop house. Our company will rent the ground and the first floor of the building. The ground floor of the building will be the warehouse or storeroom to keep and place the product before supply them to the retailer. The first floor of the building will be the administrative office. The rent is only RM 2700 per month.

PURPOSES OF PREPARING THE BUSINESS PLAN.

Partners that are highly ambitious and prepared to take the challenge from the world of business establish Sri Tradisi. We also wanted to prove that bumiputera also could be an achiever. Each partner has been working for years to achieve a decision to form a partnership company. This business plan is prepared to attention of the following parties:

1. Entrepreneur.

Work as a guidelines for the entrepreneur who interested in involving in the similar business. The business plan will help them to prepare their business plan.

2. Partners.

In the existing of the business plan, all of the management staff will have a systematic and efficient management. Each partner will understand their task and responsibility in the company. In addition, each partner can study and evaluate the feasibility of the business and the future forecast.

3. Customers.

Customers are an important entity in business. The business plan also prepared to attract the customer's intention in buying Sri Tradisi product.

As a conclusion, this business plan can be put as a 'blue print' for a future entrepreneur where they can study every single aspect in setting up this kind of business.