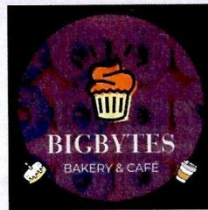




اَوَّلُ عِلْمٍ سَبِيْلُهُ
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)
BUSINESS PLAN



BIGBYTES BAKERY & CAFE

PREPARED BY:

FACULTY& PROGRAMME : FACULTY OF APPLIED SCIENCES
DIPLOMA IN APPLIED SCIENCES

SEMESTER : 5 (AS1205D)

PROJECT TITLE : BUSINESS PLAN REPORT

GROUP MEMBERS : DAYANG ALLYSA SHAZMEEN BINTI ABANG ABD
HADI (2017287694)
MUHAMAD AZLAN BIN ZAINAL ABIDIN
(2017644868)
MOHD HAFIZULHILMI BIN MUSTAPHA
(2017424902)
MASHYITAH BINTI JOHARI (2017425526)

PREPARED FOR:

MADAM SITI MARDINAH

DATE OF SUBMISSION:

13 DECEMBER 2019

TABLES OF CONTENTS

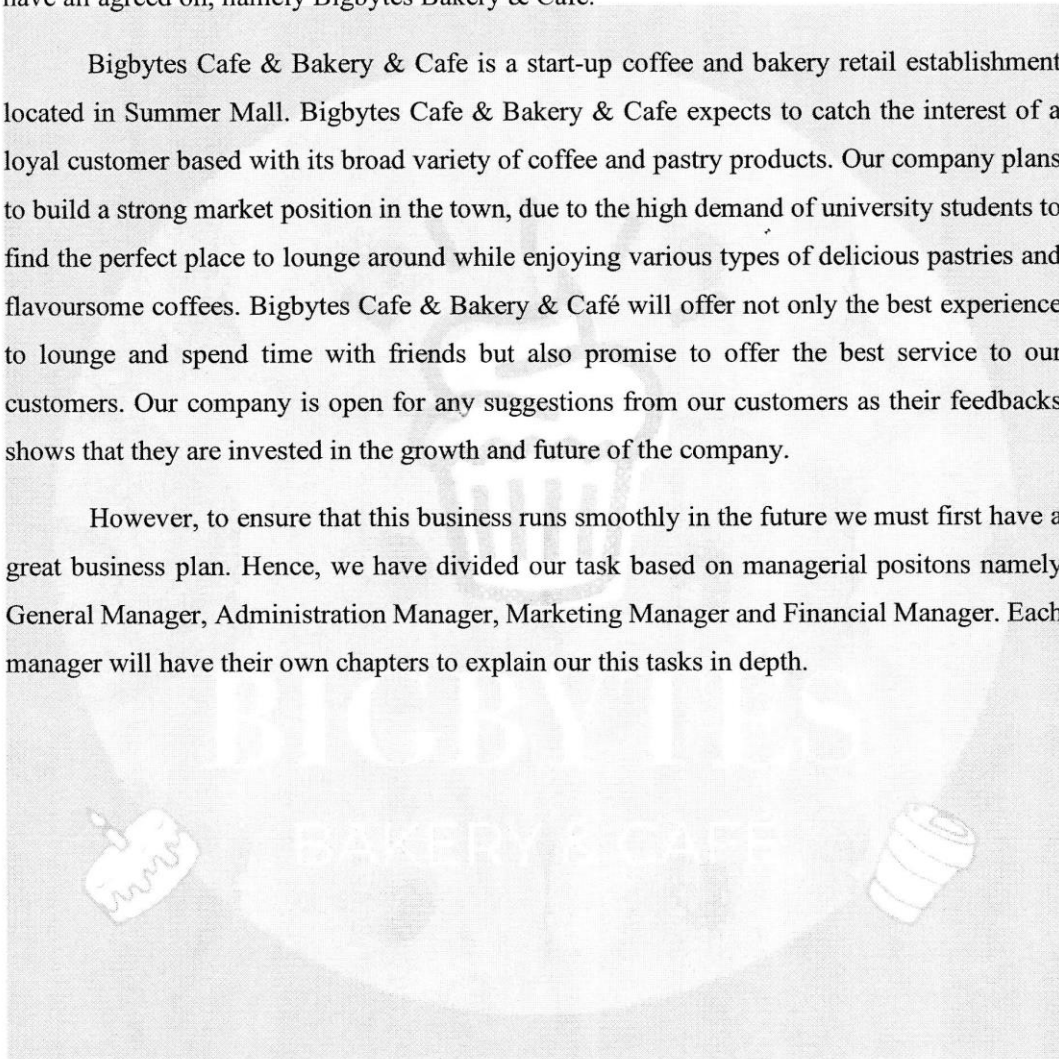
		PAGE
EXECUTIVE SUMMARY		2
CHAPTER 1: INTRODUCTION		3
1.1	INTRODUCTION TO BUSINESS	
1.2	PURPOSE OF BUSINESS PLAN	5
1.3	BUSINESS BACKGROUND	8
1.4	PARTNERS BACKGROUND	6
1.4.1	GENERAL MANAGER	
1.4.2	ADMINISTRATION MANAGER	7
1.4.3	FINANCIAL MANAGER	8
1.4.4	OPERATION MANAGER	9
1.5	BUSINESS LOCATION	
1.5.1	FACTORS INFLUENCING CHOICE OF BUSINESS LOCATION	10-11
CHAPTER 2: ORGANIZATIONAL PLAN		
2.1	INTRODUCTION TO THE ORGANIZATION	12
2.1.1	VISION	
2.1.2	MISSION	
2.1.3	OBJECTIVES	12
2.1.4	LOGO AND DESCRIPTION	13
2.2	ORGANIZATIONAL STRUCTURE	14
2.3	ADMISNISTRATIVE MANPOWER PLANNING	15
2.4	SCHEDULE OF TASKS AND RESPONSIBILITIES	19
2.5	SCHEDULE OF REMUNERATION	
2.6	COMPENSATION AND BENEFITS	19
2.7	LIST OF OFFICE FURNITURES AND FITTINGS	19
2.8	LIST OF OFFICE EQUIPMENTS	
2.9	LIST OF OFFICE SUPPLIES	19
2.10	UTILITIES	
2.11	REMUNERATION	19
2.12	ADMINISTRATIVE BUDGET	19

EXECUTIVE SUMMARY

My team has been assigned with an assignment which is to create a business plan to fulfill our syllabus. In order to make things clearer for us complete this task, we had decided to create a business plan on a bakery and café establishment that serves Western cuisine which is certified Halal. With guidelines provided, our team will first introduce the business that we have all agreed on, namely Bigbytes Bakery & Café.

Bigbytes Cafe & Bakery & Cafe is a start-up coffee and bakery retail establishment located in Summer Mall. Bigbytes Cafe & Bakery & Cafe expects to catch the interest of a loyal customer based with its broad variety of coffee and pastry products. Our company plans to build a strong market position in the town, due to the high demand of university students to find the perfect place to lounge around while enjoying various types of delicious pastries and flavoursome coffees. Bigbytes Cafe & Bakery & Café will offer not only the best experience to lounge and spend time with friends but also promise to offer the best service to our customers. Our company is open for any suggestions from our customers as their feedbacks shows that they are invested in the growth and future of the company.

However, to ensure that this business runs smoothly in the future we must first have a great business plan. Hence, we have divided our task based on managerial positions namely General Manager, Administration Manager, Marketing Manager and Financial Manager. Each manager will have their own chapters to explain our tasks in depth.



CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION TO BUSINESS

This business is mainly about creating a comfortable place to study and relax during leisure time. We provide a very big and comfy lounge area and a calm music and customers can even enjoy our freshly baked pastry and some cold beverages.

Name of Business

We decided to name our company as BigBytes Bakery & Café this represents our café provides some pastry such as donuts, cakes, cupcakes and brownies as our main profession. We make our business as café so that students or even an adult worker can spend time at our café do some work and even study for students because we open till late midnight.

Nature of Business

Our main activity is we serve some pastry and a lounge area for our customers to enjoy their pastry freshly baked every day. Because it is best to be consumed in the café itself while it is still warm and fresh. Student from UITM and UNIMAS or even working adults can come to our café to enjoy our products.

Name of Partners

This business is founded by 4 partners. That is Muhamad Azlan Bin Zainal Abidin as General Manager and Administrative Manager. While Mohd Hafizulhilmi Bin Mustapha as Marketing Manager and Dayang Allysa Shazmeen Binti Abg Abd Hadi as our Operating Manager. As for our Financial Manager that is Mashyitah Binti Johari. All the manager will responsible to conduct the duty according to their role. The manager will determine the successful of the business or a company.

Location of Business

This café is located near Aiman mall, Lebuhraya Kuching- Samarahan, Kota Samarahan, Sarawak. We chose this location because it is very strategic and convenient place to start this business because of passerby can locate our business. They can enjoy our foods and drinks whenever they pass by our location.

Date of commencement

We have all agreed to open our business on the 3rd of January 2020. This is because we think that it is the ideal time for us to start our business. The date set will facilitate us in accounting especially in . As well as give us just enough time to prepare everything such as the renovation and obtaining the raw materials.

1.2 PURPOSE OF BUSINESS PLAN

Business plan is a set of documents prepared by an organizations' management to summarize its marketing, operational and financial objective for the near future. It provides step by step guideline once we started our business. This business is very important for BigBytes Bakery & Café because we want to maintain our sales and our ground to stay in the business.

After tons of researches being made, the information gathered can later be used to analyze and evaluate whether the business is feasible or not. This can be done by researching the market where you get feedback from potential customers then decide on your marketing strategy and lastly to calculate the overall costs for your business.

We also will provide a very comfortable place and easy access Wi-fi for an easy and friendly environment. To attract customers to come and enjoy our product.

Besides, Next, the purpose of the business plan is to apply for loans or financing facilities from the relevant financial institutions. The business plan shows the financial strength of the company especially when applying for loans and to convince the investors towards providing funds or other financial institution. The investor or financial institutions will evaluate a company's ability to handle more debt and, in some cases, equity financing.

Another point worthy of mention is business plan can be a guideline for managing the business should it be executed in the future. This is because the business plan also comprises