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FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

BUSINESS PLAN

TITLE: PUFFY FLUFFY PASTRIES

PASTRY AND CAKES

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Executive Summary

Awareness of high quality baked goods is on the rise. Good baked cakes and pastries is a rare combination of nutrition, convenience, and luxury. Today's consumer has less time to create wholesome, handmade bread, but increasingly appreciates the nutritional and sensory benefits it provides. Freshly baked cakes and pastries never goes out of style.

Puffy Fluffy Pastry will produce and sell high quality, handmade cakes and pastries to the local people of Kota Samarahan. The Company will focus on Urban Style, cakes and pastries such as croissant, donuts, mini tarts, cakes, macaroon's, all with different styles, design, taste and texture. The goods will be baked and sold at a storefront facility using a 3 deck display refrigerator. The company will be run by the partners of the company itself which consist of 5 people. Means, 2 person will be the baker, another person becomes the waitress and 1 person will become the cashier.

Puffy Fluffy Pastry main competition includes, three pastry shops and two supermarkets in the Kota Samarahan area. Its advantage lies in the high quality of its products due to specialization and artisan manufacturing. The main marketing focus will be an eye catching sign, the scent of fresh bread wafting out of the storefront, and periodic printed advertisements. The company will sample its products liberally.

After establishing the operation, the company will explore the possibility of making takeout services. Delivering baked goods to area restaurants and specialty retailers will also be considered. We also plan to do the catering services for any events such as birthdays, Hi-Tea event and etc.

The company is being founded by the company partners whom are Escardina Grace, Kathryn Do, Angeli Shima, Celine Ujang and Nurul Ainul over a dinner. As all of them as their own specialization in their field such the Business Skills and Pastries making, they decided to open a business. Together they bring a wealth of practical experience and a realistic market sense to the company.

Section 1: Introduction

The name given for our company is "Puffy Fluffy Pastry ". Our business is based on bakery and pastry food.

Puffy Fluffy is a company we actively established and Own by Partnership. Since we started our business on a small scale as a starter and just have a premise for processing the product and carry out management activities. The type of business that we are in is the production and manufacturing business. This is because our company can concentrate on the production of the food, providing excellent food to our customers by supplying our products and according to the demand of customers. We are located at Samarahan Land District, Kota Samarahan and we start to commence our business on the 1st June 2019.

We choose this business because we want to give something new to bakery and pastry products that already existing now. We also choose this business as we believed we can produce and provide a different product and services compared to other business that in the same field. We also believed that through this business we can get return of a double profit for every request from customers.

In the future, we hope to have a larger processing place and hope to open several branches across Malaysia and overseas.

Objective

The main objective of Puffy Fluffy Pastry is to create a whole new level type of food that is suitable to eat by Malaysians and also to foreigners. By doing this our food can penetrate the food trend where it can be eaten and consumed by everyone from different levels of age.

Puffy Fluffy also wants to establish a large regular customer base, and will therefore concentrate its business and marketing on local residents, which will become the dominant market target. By using this strategy, we will establish a healthy, consistent revenue base to ensure the stability of business. The bakery provides freshly prepared pastry products at all times during its operations. The products are prepared during the day to ensure fresh baked goods are always available.