



اَوْبُوْرَسِيْتِيْ بِاْتِيْكَوْلُوْ كِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

SUGGESTION FOR REFERENCE:	
OVERALL BIZ PLAN	✓
INTRODUCTION	
ADMINISTRATION PLAN	
MARKETING PLAN	
OPERATION PLAN	
FINANCIAL PLAN	
CONCLUSION	

ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN



SUNSET BAKE

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Executive Summary

We have been asked to create a partnership business from scratch which then we came up with Sunset Bake company. After the authorization of Sunset Bake for my business plan. We would be able to explain our business ownership, marketing, financial and product/service. Sunset Bake was founded by Anis Nabilah, Muhamad Afiq, Nasrul Fadzley, and Amani Zakirah with the partnership ownership type. The product that they serve in the industry in healthy based food. As well as their main target customer is on dietary people and who want to get food that is healthier. Besides, they are also well-known in the local market because of their flourless brownie which just needs 3 main ingredients as their secret recipe. Unfortunately, there are some problems in the company for customer demands of various types of brownies and cookies. Somehow, Sunset Bake will come out with other future products to get various types of brownies and cookies. Meanwhile, we also try our best to reduce our waste in manufacturing and make people more love in munch and bite our healthy based food. Last but not least, our food is also a good option for keto, paleo, vegan, gluten free and low carb.

1.0 INTRODUCTION TO THE BUSINESS

Business name : Sunset Bake

Business address : 36, Stewart Ln, Georgetown, 10200 George Town, Penang, Malaysia

Nature of business : Partnership Ownership

Factors in selecting the proposed business : To serve healthy based food

1.1 PURPOSE

1. To Analyze And Evaluate The Viability Of A Proposed Venture
 - Main Target Customer Is On Dietary People And Who Want To Get Food That Is Healthier

2. To Convince Relevant Parties Of The Investment Potential Of The Project
 - Product That We Serve In The Industry In Healthy Based Food.

1.2 BUSINESS BACKGROUND

Business name : Sunset Bake

Business main activity : Bakery Goods

Business email : sunsetbake@gmail.com

Business contact number : 0142069217

Business entity : Partnership

Business registration date : 6/1/2019

Business commencement date: 9/1/2020

Name of bank (for business) : Maybank

Business account number (current account) : 158294003214

2.0 ADMINISTRATION PLAN

2.1.1 VISION

Our company vision is to become a successful healthy based food product manufacturer and supplier in Malaysia. Moreover, we also want to increase our sales for more than RM3,000,000.00 in 2 years forward.

2.1.2 MISSION

Our main purpose in this industry is because we want to serve and supply the high quality and healthy based food to people, to help them remain and change to a healthy lifestyle from consuming healthy based food which is low carb, gluten free, low sugar and others. Hence, our mission for the long term is to maximize profit and minimize loss, because this is important to ensure that our company is successful which also can come out with innovative ways to reduce our loss in business. Moreover, we also want to open new branches all over Malaysia in 8-12 years in time, to become a well-known brand name, this is crucial to expand our business by opening new branches at other locations to enable others to know our business. Then, we want to increase our employees and services, because this can ensure that we can continue giving good quality products and services to our customers. The increasing number of our employees also would bring more creative and useful ideas for our future product.

2.1.3 OBJECTIVE

Our company objectives are to offer reasonable prices to customers because price is very important for customers. The price and quality of service and product must be similar to each other. Thus, a reasonable price is very important to get customers loyalty. Next, is to achieve monthly profit targets to ensure that we make a reasonable amount of profit every month. This also can help us to enhance our financial position. In addition, we also want to achieve the consistency of our company's cash flow, to ensure that we have a good cash flow and a smooth-running business. Lastly, we want to provide excellent services and products that meet customer expectations.