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UNIVERSITI
TEKNOLOGI
MARA

**PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)**

**BUSINESS PLAN REPORT
Fluffy Bakery**

Prepared For:

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Prepared By:

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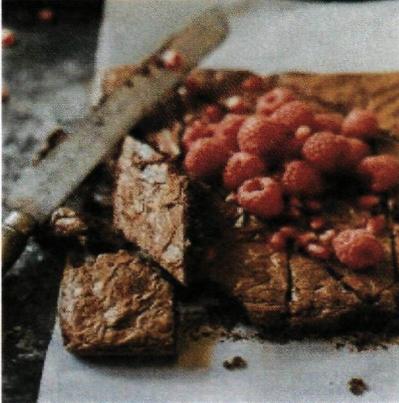
Nur Aqilah binti Mohamad – 2015207266

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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY



Name of Business : Fluffy Bakery

Nature of Business : The bakery provides freshly prepared bakery and pastry products at all times during business operations. Fluffy Bakery is incorporated in the state of Kuala Lumpur. The bakery is owned by two friends, who are equal partners in the company. These partners represent sales, management and finance/administration areas, respectively. Fluffy Bakery offers a wide variety of unusual flavored brownies, cupcake, whoopie pie and pavlova. The bakery provides a fresh batch of cupcakes and bakes scrumptious brownies that also become the signature for the shop. The bakery is also baking at all times during business hours and will also bake to order for orders.

Location of Business : Cheras, Kuala Lumpur

Reason : Baked goods aren't usually known for their nutritional value. But at Fluffy Bakery, people can carve out our own unique niche and take advantage of a growing trend by offering some baked goods that are a bit healthier than those found at your average bakery. We try to provide the ingredients from local product so we can maintain our price yet earn the profit. Six to eight moderate batches of bakery and pastry products are prepared during the day to assure fresh baked goods are always available. Fluffy Bakery also will be specializing in visually attractive brownies and cakes. There has been a significant increase in demand for whimsical, overindulgent and visually stimulating brownies and cakes and Fluffy Bakery will target special events such as weddings, birthdays, christenings, bachelorette parties and stork teas.

Purpose : To apply for a loan from Bank Rakyat through Rural Development to support our business capital in generate our business project. Therefore, to generate our business successfully we want to apply a RM100,000.00 business loan financing from Bank Rakyat. Thus, this loan will be use as a back up and for us to get better space to expand our business and to ads on capital into our business operation.

Currently we are home based businesses, there for we would like to set up one place to become Fluffy bakery's focus on meeting the demand of a regular local resident customer base, as well as a significant level of tourist traffic from nearby highways. Therefore, place that we would like to rent cost RM 3000.00 a month nearby our place.

Renting Processing Fees: RM 3,000 x 3 months = RM9,000.00

Utility Processing Fees (water and electricity) = RM2,000.00

The company plans to build a strong market position in the town, due to the partners' industry experience and relative low competition in the area. As for production, we plan to add additional equipment in store buy: -

No	Item	Price per unit (RM)	Unit	Total (RM)
1	Heavy duty universal mixer Brand Kitchen Aid	1800.00	2	3600.00
2	Cool Plus Commercial Electric Oven	1300.00	2	2600.00
3	Hesstar No Frost Design Showcase Chiller	3500.00	2	7000.00
4	Dissplay Cake Chiller	1680.00	1	1680.00
Total		8280.00	7	14880.00

Besides that, we have plan to get a software of Point of System sale (POS) that cost RM4,300.00. It is a retail point of sale system typically includes a cash register (which in recent times comprises a computer, monitor, cash drawer, receipt printer, customer display and a barcode scanner) and also include a debit/credit card reader.

No	Item	Price per unit (RM)	Unit	Total (RM)
1	POS System	4300.00	1	4300.00
2	Signboard and Banting cost	2000.00	10	20000.00
3	Advertisement thru Radio	4000.00	2	8000.00
Total		10300.00	13	32300.00

Total we would like to apply is RM100,000.00 for 5 years.

The purpose of this business entrepreneurship plan is as the first step as a module before starting a business. This business plan is very important to a new company like Fluffy Bakery because it may help us to maintain our business longer in the Malaysia market.

The purposes of doing this business plan are:

- i. Serve as a legal document that act as a guide to the owner, investors supplier and customers.
- ii. To show the financial strength of the company especially when applying for loans and to convince the investors towards providing funds or other financial institution.
- iii. As a guide line for us in setting, planning, managing, handling and controlling our business for day to day management, budget, financial forecast, strategies, target market and even long-term goal.
- iv. As a reference to avoid any miss-communication or casualties and misunderstanding between all parties involved in our business and at the same time attract the trust of our shareholders to the business
- v. To manage the resources, obtain effectively. It is to ensure that our business will become cost- efficient in every task and to avoid from any wastage of resources and captain happen.

COMPANY PROFILE

Business Background

Name of Business	Fluffy Bakery
Map	
Email/Website	www.fluffy.my
Form of Business	Partnership Enterprise
Main Business Activity	Specializing in brownies and cupcakes
Date of Business Registration	01-Jan-19
Date of Commencement	02-Feb-19
Name of Bank	Maybank Berhad

Bank Account Number	-
Initial (own) Capital	<p>As stated below:-</p> <p>The startup costs will be financed by ourselves, as we have invested a sum of RM 20,000 in the business that included: -</p> <ul style="list-style-type: none"> ✓ Advertising and Promotion costs ✓ Kitchen equipment ✓ Interior decorating for the shop ✓ Ingredients for the products to be baked ✓ Kitchen utensils ✓ Custom made Crockery ✓ Insurance ✓ Bakery accessories, i.e. paper bags, cartons, etc.

1. PARTNERS' BACKGROUND

(Partnership Based)



Name : Azeera bt Lokman

Identity Card Number :

Permanent Address : No 3 Jalan Suadamai 7/2 Bandar Tun Hussienn Onn
43200 Cheras

Correspondence Address : Same as above

Telephone Number : 012-4335474

Date of Birth : 26 December 1986

Age : 32 Years Old

Marital Status : Married

Academic Qualification : Diploma in Business Administration

Courses Attended : Attended private classes with private pastry chef

Skills : Baking cake and brownies, experts in creating unusual
flavor

Present Occupation : Executive Officer

Previous Business Experience : Part time bakers at home. Accept ordering from fellow
friends during weekend.

2. PARTNERS' BACKGROUND



Name : Nur Aqilah Binti Mohamad

Identity Card Number :

Permanent Address : A-25-12, Green Residence, Jalan Sayang 1, Taman Rasa Sayang, 43200 Batu 9 Cheras, Selangor

Correspondence Address : Same as above

Telephone Number : 017-3299654

Date of Birth : 14 September 1989

Age : 29 years old

Marital Status : Married

Academic Qualification : Higher National Diploma

Courses Attended : Civil Engineering

Skills : Organization Skill, Creativity Skill, Co-ordination Skill

Present Occupation : HR Executive at MYNIC Berhad

Previous Business Experience : HR Executive at Aeon (Retail Company)

ADMINISTRATION PLAN

ADMINISTRATION PLAN

VISION

Continually innovate in the baking industry while continuing to make everything from scratch on site and to provide baked goods of exceptional quality to every household in Kuala Lumpur.

MISSION

- Provide our customers with a wide range of branded bakery and freshly made ready to eat goods to a consistently high standard.
- Be responsive to our customer needs and exceed service delivery expectations
- Be innovative in product development
- Offer colleagues a friendly, caring, supportive and safe work environment, where everyone can contribute, grow and be respected

OBJESTIVES

Our objectives are divided into two which are short-term objectives and long-term objectives.

For short term: -

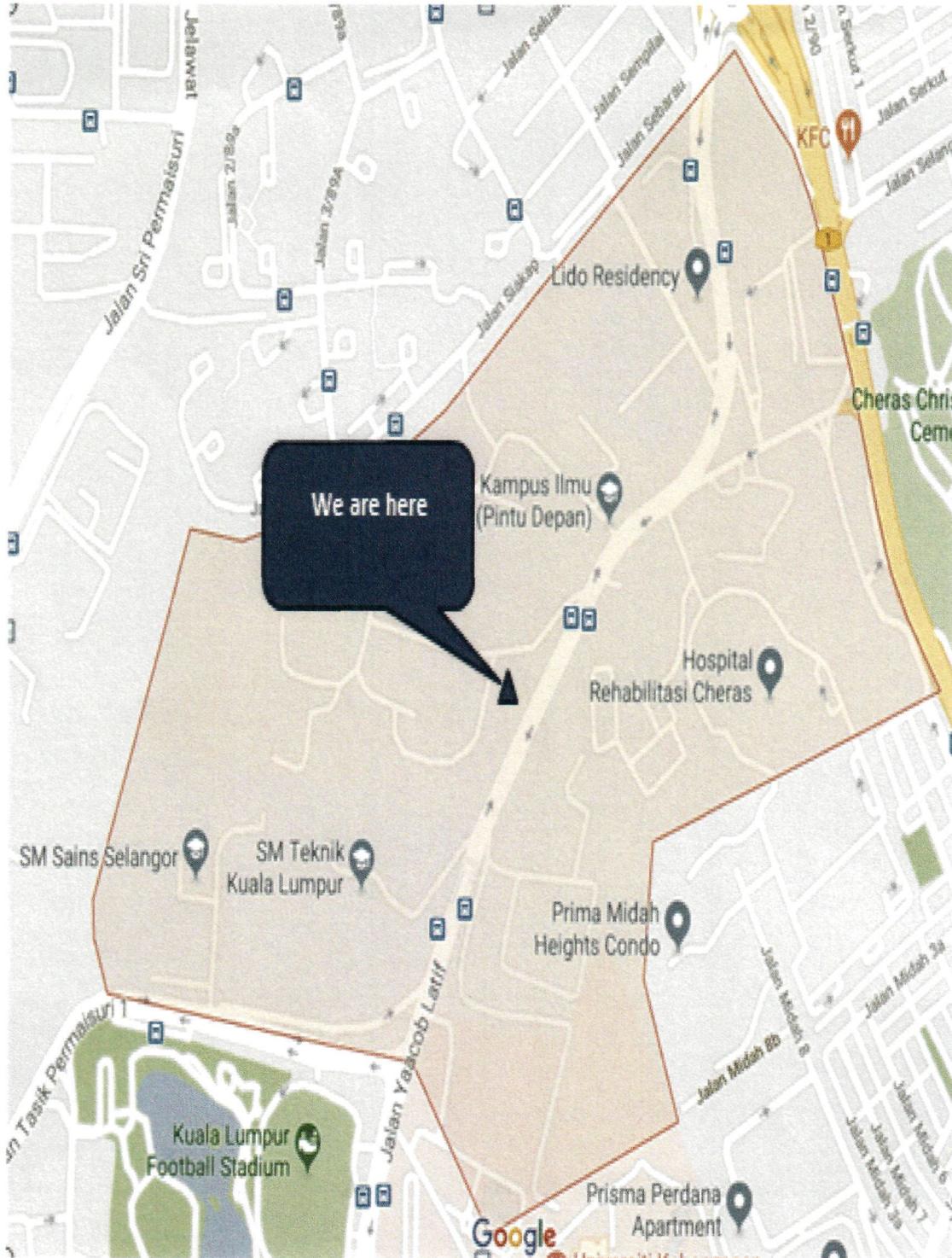
- We will launch our new product into social media that is Pizza Brownies that come with four toppings.
- We will shoot with Astro Prima for RASA program with Aunty Ainis to bake our signature dish volcano brownies.

Long Term: -

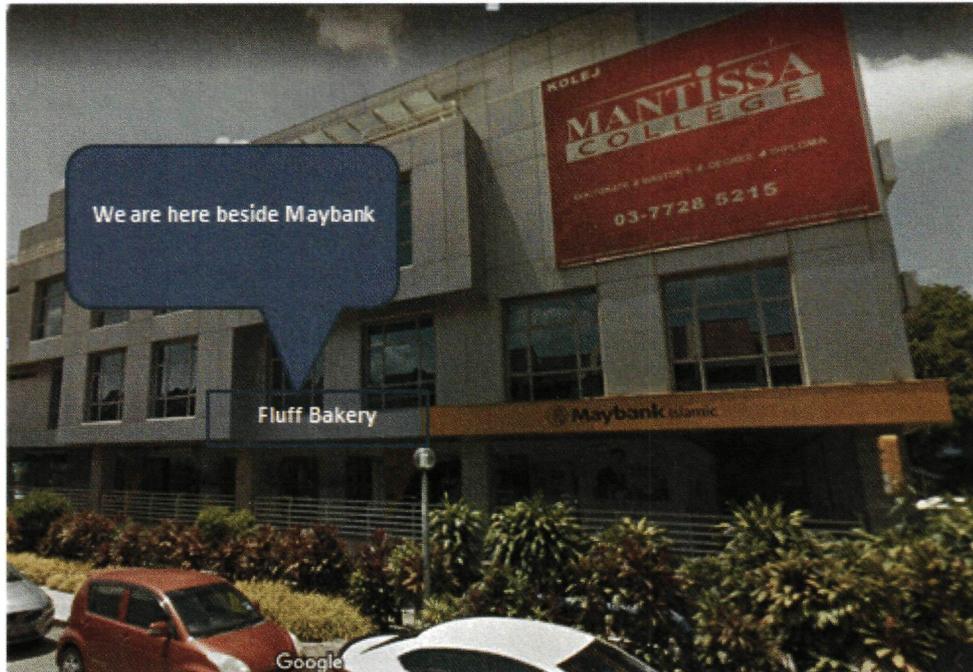
- We will design and make a baked product which is brownies but with twist flavor. The product which we will make are suitable for children, teenagers, and adults because they like cakes and brownies that are very attractive and delicious.

- We will concentrate in business and marketing on local residents, which will be the dominant target market. We also will do delivery on selected area in Kuala Lumpur
- The product will also be suitable for sale in the local market and easy for our agent to do delivery service because it easy to handle.
- We try to offer products at a competitive price to meet the demand of the middle-to higher-income local market area residents and tourists.
- Our product is needed because we are the only bakers making the brownies with filling and unusual toppings.
- Six to eight moderate batches of bakery and pastry products are prepared during the day to assure fresh baked goods are always available.
- To ensure that the business is always simple and ease our customers by deals with any kind of requirements or needs incurred in the future for them.

LOCATION



TYPES OF BUILDING

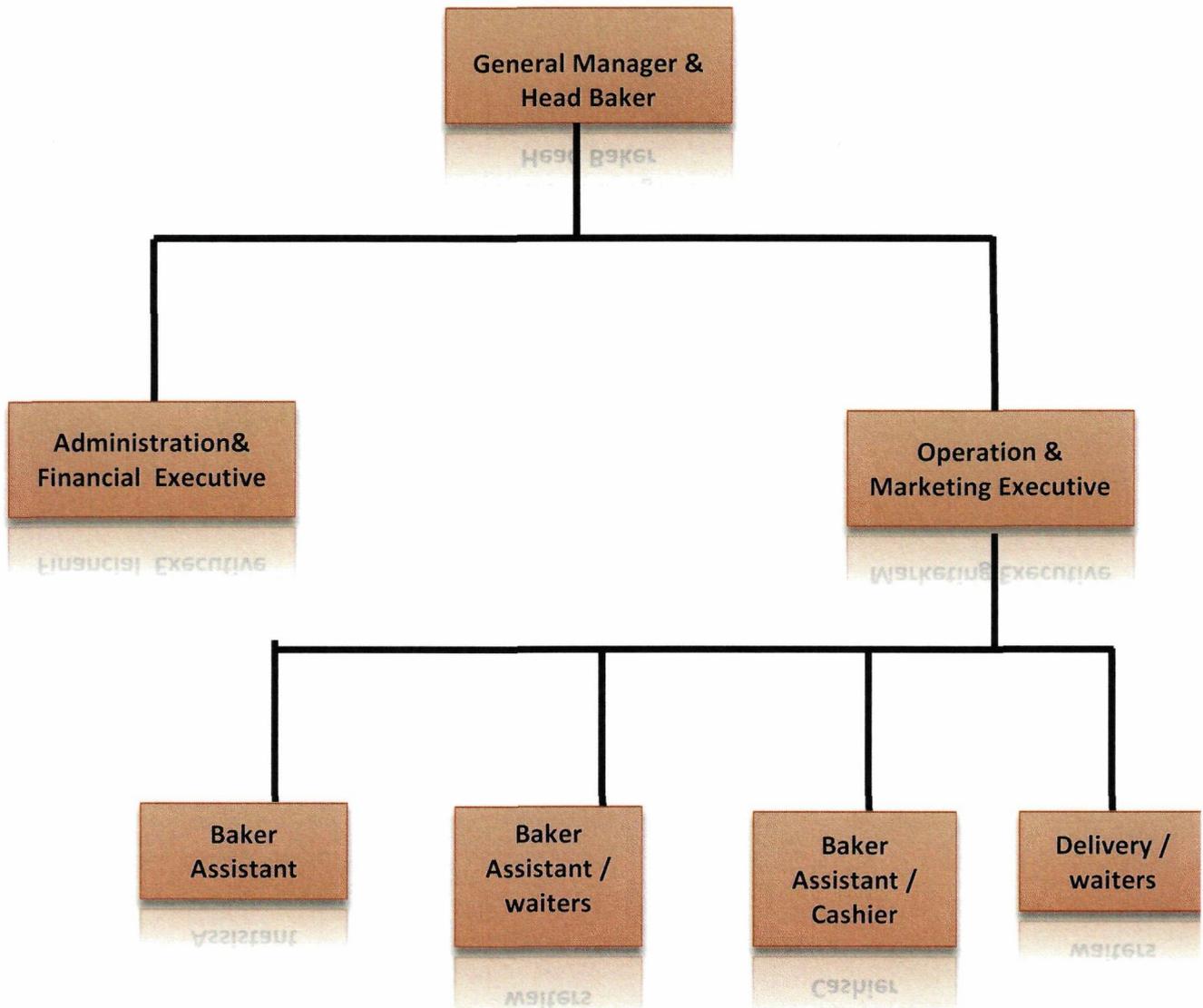


- We rent shop lot beside Maybank. Here there are lots of shops. Up to Fluff Bakery shop will open new college. (Mantissa College). We choose this area because it is strategic place near with college, residence and office.
- This place will be high flow during the lunch hour and dinner hour.

INFRASTRUCTURE/FACILITIES

- The infrastructures that have been provided complete with water, electricity supply and telephone service. With this infrastructure, the management and service of our bakery will work smoothly and efficiently.
- Electricity we use from Tenaga Nasional Berhad (TNB) and water is from water well drilling. We rent Telephone lines (TMnet) and also WIFI for business purposes.
- There also a place a room for workers to rest and perform solat
- A bathroom with toilet for workers use.

ORGANIZATIONAL CHART



ADMINISTRATION PERSONNEL

Designation	Number of Personnel
General Manager & Head Baker	1
Administration and Financial Executive	1
Operation and Marketing Executive	1
Assistant Baker	1
Cashier	1
Waiters	1
Delivery	1
Total	7

SCHEDULE OF TASKS AND RESPONSIBILITIES

Designation	Responsibilities
General Manager & Head Baker	<ul style="list-style-type: none"> • managing the kitchen by manages all day-to-day operations of the pastry and bakery section of the kitchen. • Prepare a wide variety of goods such as signature desert volcano brownies, whoopie pie, cakes and pavlova. • Able to develop, designs, or creates new ideas and items for kitchen. • Decorate pastries and desserts using different types of icings, toppings etc. and ensure the food presentation will be beautiful and exciting. • Supervise and coordinate all pastry and dessert preparation and presentation and also tasting. • Checks the quality of raw and cooked food products to ensure that standards are meet. • Monitor stocks for baking ingredients such as flour, sugar etc. and make appropriate orders within budget. • Maintains cleanliness and organization in all work areas. • Maintain a lean and orderly cooking station and adhere to health and safety standards. • Serves as a role model to demonstrate appropriate behaviors. • Effectively communicate and support the team with huddles, product knowledge, corporate policies and procedures and Health and Safety.
Administrative and Financial Executive	<ul style="list-style-type: none"> • Support office management (e.g. completing inventory and orders, invoices, scheduling, payroll). • Process and prepare financial and business forms for the purpose of checking account balances, facilitating purchases, etc. • Create, send, and follow up on invoices • Collect and enter data for various financial spreadsheets

	<ul style="list-style-type: none"> • Answers question and provide assistance to customers, and clients as needed • Become a casual cashier.
Operation and Marketing Executive	<ul style="list-style-type: none"> • approved procedures for receiving product, price marking, and restocking cases to ensure quality protection, accuracy, and product rotation. • follow all inventory control procedures to maximize product freshness, quality, turnover, and availability for maximum sales. • assist customers and will properly merchandise products in display cases and price correctly according to company standards. • Greet and provide assistance to customers whether for customer walk in or by online ordering. • Replying all messages and inquiries from customer. • Doing promotion in social media like in Facebook and Instagram continuously • Taking photograph of the product and updating in social media.
Assistant Baker	<ul style="list-style-type: none"> • Responsible for the preparation of baked goods as required and other duties as assigned from time to time. • Preparing doughs and batter for various items using a weigh scale and ingredient formula sheets • Mixing doughs and batter in automatic mixers • Prepare brownies, pies and pavlova fillings as required • Baking goods in the rotary oven • Finishing goods such as icing cakes and pastries

Waiters	<ul style="list-style-type: none"> • Providing excellent wait service to ensure satisfaction • Taking customer orders and delivering food and beverages • Making menu recommendations, answering questions and sharing additional information with restaurant patrons.
Cashiers	<ul style="list-style-type: none"> • Operating the cash register and handling cash transactions with customers • Scanning goods and collect payments • Issuing receipts, refunds, change or tickets
Delivery	<ul style="list-style-type: none"> • Delivering bread to order. especially for party orders • Following delivery driving routes and time schedules • Loading, unloading, preparing, inspecting and operating the delivery vehicle

Schedule of Remuneration

POSITION	NO.	MONTHLY SALARY	EPF (13%)	SOCSSO (2.5%)	TOTAL
		(A)	(B)	(C)	(A)+(B)+(C)
		RM	RM	RM	RM
General Manager & Head Baker	1	4000.00	520.00	100.00	4620.00
Administrative and Financial Executive	1	2800.00	364.00	70.00	3234.00
Operation and Marketing Executive	1	2800.00	364.00	70.00	3234.00
Assistant Baker / Waiters / Cashier / Delivery	4	1800.00 x 4 = 7200.00	936.00	180.00	8316.00
TOTAL	7	16800.00	2184.00	420.00	19404.00

FURNITURE AND FITTINGS

No.	Item	Quantity	Cost per unit (RM)	Total (RM)
1	Deck Oven 80liter	1	1,190.00	1,190.00
2	24 cup muffin pan	3	36.30	108.90
3	Baking sheet with racks	4	36.00	144.00
4	Counter mixer	2	1900.00	3,800.00
5	Counter work table	1	545.00	545.00
6	Chiller Showcase	1	1269.00	1,269.00
7	Sinks	2	151.80	303.60
8	Freezer	1	678.00	678.00
9	Laptop	2	1300.00	2,600.00
10	Smartphone HUAWEI	2	1390.00	2,780.00
11	Air conditioner	1	699.00	699.00
12	Cash Register	1	420.00	420.00
13	Chair	10	56.50	565.00
14	Round Table	2	50.00	100.00
14	Knoxhult kitchen	1	1553.00	1,553.00
15	Wall cabinet with doors	2	255.00	510.00
16	Kitchen Tray	1	279.00	279.00
17	Pie dish	10	29.90	299.00
18	Serving stand with lid	3	69.00	207.00
19	WIFI Streaming	12month	100.00	1,200.00
Total		51	12007.50	19250.50

ADMINISTRATION BUDGET TABLE

Items	Fixed Assets Expenses (RM)	Monthly Expenses (RM)	Other Expenses (RM)
1. Furniture and Fittings	19250.50		
2. Office Equipment			
- A4 Paper	300.00		
-Printer (Print,copy and scan)	300.00		
-Wifi Streaming	200.00		
-Laptop	2600.00		
3. Salaries + EPF + SOCSO of Employee		19404.00	
4. Office supplies (Fire Estingusher)		1000.00	
5. Utilities		1000.00	
6. Rent		3000.00	
Other requirement			
7. Business Registration			60.00
8. License and Permit			200.00
9. Deposit – Rental (2mth)			6000.00
10. Deposit- Utilities			1000.00
11. Vehicle (Motorcycle)			9000.00
Total			63314.50

MARKETING PLAN

MARKETING PLAN

PRODUCT DESCRIPTION

The product of the business is offering a wide variety of traditional and unusual flavored brownies including Volcano Brownies, Pizza Chocolate Brownies, Slice Mango Bars, Red velvet cupcake, Nutella pods, Nutella cheese tart, congo MARS, pavlova and whoopie pie. The bakery will provide a fresh batch of brownies at all times during business hours and high-quality pastry product and positioning ourselves as top selling store servicing this particular market. Our signature dessert that is Volcano Brownies is the brownies with chewy textures using unsweetened chocolate and high quality of butter and egg from local market, and also high-quality cocoa powder to thicken batter and the result will get rich and chewy brownies. The unique of our brownies is we have fillings inside, using chocolate Cadbury and cream cheese as a filling. We will serve the best brownies that our customer can imagine. Our volcano brownies can be delivered all over places in Klang Valley through our agent.

TARGET MARKET

Our focus is on meeting the demand of our regular customer base, walk in customers and online ordering through social media in Facebook and Instagram. Fluffy Bakery focuses on the middle- and upper-income markets. These market segments consume the majority of the cake industry.

Our target market consists of the following groups:

- The Individual Buyer, "Walk-in" Group and online buyer. We will focus on window display to attract passersby. We will also focus on uploading attractive pictures and videos in social media like Facebook and Instagram.
- The Parties Group. This group orders in advance and will be targeted by word of mouth marketing and by advertising extensively. Especially through media social Facebook and Instagram. Besides that, we also offering surprise birthday delivery which is for people who want to make surprise and also get some dessert for their love ones.
- Entertainment industry player. Usually when they are participating in competition example like Gegar Vaganza. The manager artist will ask to get the dessert for feeding their fans, and they will also be promoting to their social media account.
- Local Residents. Fluffy Bakery wants to establish a large regular customer base. This will establish a healthy, consistent revenue base to ensure stability of the business. Personal and expedient customer service at a competitive price is key to maintaining the local market share of this target market. The main target market for our business is the adult community especially officers, researchers, lecturers, college student and students in high schools. Our bakery will be great time for them to spend during lunch time or after working hours.
- Customer from agents also are our targeted because with agents service, we can deliver our product up to Johor Bharu and Kota Bharu and our product expiring date can be hold until 2 weeks and more.

MARKET SIZE

Our potential purchase is expected from the target market. We had identified our target market in Klang Valley and also around southern region which we have our agents for delivery. In Setapak, there are 22 educational institution, and 50 industrial offices, and also 3 neighborhoods nearby our bakery. We target 30% of people from each category will buy our products. For online ordering, currently we have 25 agents from all over district in Klang Valley. We estimate target our monthly sales per month is RM 200 000.00

No	Target Market	Number of People	%	Sales (RM)
1	Schools and colleges	5000	50	100 000.00
2	Industrial and neighborhood offices	1200	20	40 000.00
3	Entertainment Industry Player	150	10	20 000.00
4	Online ordering	3000	20	40 000.00
Total			100	200 000.00

Assumption 1: Fluffy Baker main revenue comes from one main source, direct sales is RM 100 000.00

Assumption 2: The second revenue it comes from our 25 agents, the sales is RM40 000

Assumption 3: People nowadays like to eat brownies due to eating a brownie on occasion can be part of a healthy lifestyle.

Based on these assumptions, market size is big and we would like to take this opportunity to open up this business. Now, eat brownies it is a trend and people love to eat. Besides that, our price is affordable and people can buy and eat.

COMPETITORS

List competitors and strengths and weaknesses

1. Ben – located in Solaris Dutamas

Strengths : The restaurant serving brownies in nice cosy place. The menu that serves up a mixture of local and Western fare that are hearty and appealing. If you're having a tough time, just cherry-pick their signature delights on the menu.

Weaknesses : If you are only wanted to get the dessert in a big restaurant, it seems awkward, with little pricey, the brownies cost RM 20.00 per plate.

2. Secret Recipe located in Cheras

Strength : The restaurant serving cakes and other menu such as rice, mee and western food. Nice place.

Weakness : The price also quite expensive

3. Baker Cottage located in Selangor

Strength : The restaurant serving cakes and other menu such as bun and bread, roasted chicken, pastry and mooncake. Nice place and easy to dine in.

Weakness : The price are affordable but limited outlet. No outlet in cheras.

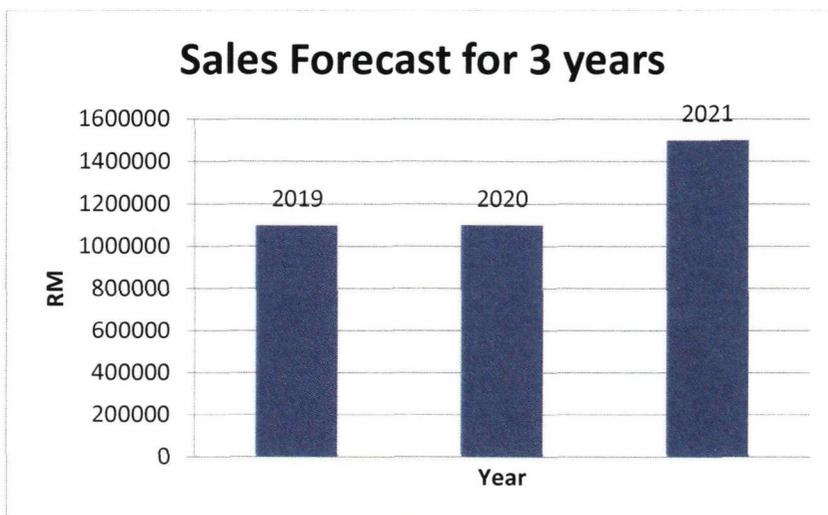
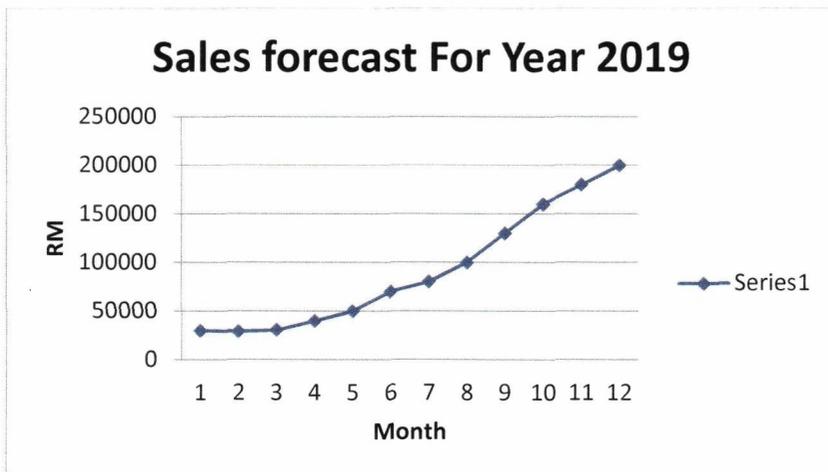
MARKET SHARE

The business is expected to get 10% market share = RM109 950.00

6.4 SALES FORECAST

Year 2019	Month	Sales forecast (RM)	Justification
	1	30 000	We start to launch our product by introduced to friends and family and neighbourhood.
	2	29 000	Started to create page in social media Facebook & Instagram
	3	30 500	We work hard on the marketing plan
	4	40 000	Distributed banner and flyers around neighbourhood
	5	50 000	Make an advertisement into Radio
	6	70 000	Massive promote in social media by doing giveaway
	7	80 000	Appoint 15 agent to cover Klang Valley area
	8	100 000	Open for 5 agents for Johor Bharu & southern Region
	9	130 000	Open for 5 agents for Kota Bharu

			and west region
	10	160 000	Become one of the sponsors for Gegar Vaganza programme
	11	180 000	
	12	200 000	Become one of the sponsors for a corporate events.
	Total(RM)	1 099 500	
Year 2	Total(RM)	1 100 000	
Year 3	Total (RM)	1 500 000	



MARKETING STRATEGY

PRODUCT



Volcano Brownies

Our signature brownies which be top seller in our store. It made from brownies barter with little twist that we both create in single portion and with chocolate fillings inside and cream cheese on top. It can be delivered through our agents. Customer can keep into the fridge and preheat in the oven for 10 seconds. We made this every day to our customers. We start to build our branding by make this signature brownies and it become phenomena for dessert lover, which can get double happiness brownies and chocolate. Besides that, Fluffy Bakery also introduce new product which never been produced before and that are brownies with different toppings so that we called Pizza Brownies. We adding MARS, CADBURY, MnM and DAIM. In addition, there are Nutella Pods that can be delivery to the customers. Vast choice off chocholate and filling will contribute to a large crowd of people because every person has different taste. In a near future, Fluffy Bakery is expected to open a Café the main menus are freshly-baked brownies and cake served with tour own secret recipe coffee.

PRICE STRATEGY

Price become important in the business. It will determine the profit and loss of the shop. Fluffy Bakery offer reasonable price to the customer that are usually from college students, and also offer loyalty card for the customer. Each time they buying the brownies and some selected item, then they will get a stamp to stick to the loyalty card. After completed 12 points, they will get free 1 slice of brownies.

No	Item	Price (RM)	Place
1	Volcano brownies 4pieces	RM20.00	Available in bakery and delivery in Klang Valley and southern region
2	Volcano brownies 1 pieces	RM5.00	Available in bakery and delivery in Klang Valley and southern region
3	Pizza Choc brownies 6inc	RM35.00	Available in bakery and delivery in Klang Valley and southern region
4.	Nutella pods 12 pieces	RM 16.00	Available in bakery and delivery in Klang Valley and southern region
5.	Whoopie Pies	RM1.50	Available in bakery and delivery in Klang Valley and southern region
6.	Couple Set congo bars 7inc	RM45.00	Available in bakery and delivery in Klang Valley and southern region
7.	Red Velvet cupcake	RM4.50	Available in bakery and delivery in Klang Valley and southern region
8.	Pavlova Fruity	RM2.00	Available in bakery and delivery in Klang Valley and southern region
9.	Congo Mars 6inc	RM45.00	Available in bakery and delivery in Klang Valley and southern region
10.	Slice Mango Choc Bar	RM4.00	Available in bakery and delivery in Klang Valley and southern region
11.	Pandan Gula Melaka Cheesecake 1 whole	RM80.00	Available in bakery and delivery in Klang Valley and southern region
12.	Chocolate Brownies Cheesecake	RM8.00	Available in bakery and delivery in Klang Valley and southern region
13.	Chocolate Ice Blended	RM6.00	Available in bakery and delivery in Klang Valley

			and southern region
14.	Blended Juice	RM5.00	Available in bakery and delivery in Klang Valley and southern region
15.	Surprise delivery service for birthday (include brownies and chocolate bouquet)	RM 150.00	Klang Valley area

PLACE STRATEGY

Place represents the location where a product can be purchased. Sometimes, it often referred as the distribution channel. All goods go through channels of distribution, and your marketing will depend on the way your goods are distributed. For Fluffy Bakery, the distribution is among bakery to agents. After placing their order, the agents will pick up their order and distributed into their area. Some of them cover until Johor Bharu and Kota Bharu. Selling goods through an agent's channel extends the geographical reach of the business. Even though we did not have any outlets, yet the product still can achieve all over the country. By utilizing an existing retail network, Fluffy Bakery can expand geographical operations quickly and easily. Almost 85% of their sales came from this distribution channel and until now, they remain as a loyal middleman to the bakery. Direct consumer selling is the oldest way of selling the goods. Under this system, the goods are directly sold to the consumer by the bakery. Direct consumer selling results in reducing the profit margin of middlemen and helps the customers to get the products at comparatively cheap price. This enhances the sales

PROMOTION

Promotion strategy is a key activity in every marketing plan. It is aimed at increasing sales in the short term by employing promotion schemes which effectively increases the customer awareness of the business and its products. Despite get a promotion from social influencer at Instagram and Facebook, we found that mouth to mouth also play big impact to the bakery which is come from local neighborhood. It is the most effective way to build loyal customer. But we used to promote the product every day in social media by uploading pictures and videos of scrumptious product. We also try to get feedback from our customer about our servicing and taste of product.

MARKETING BUDGET TABLE

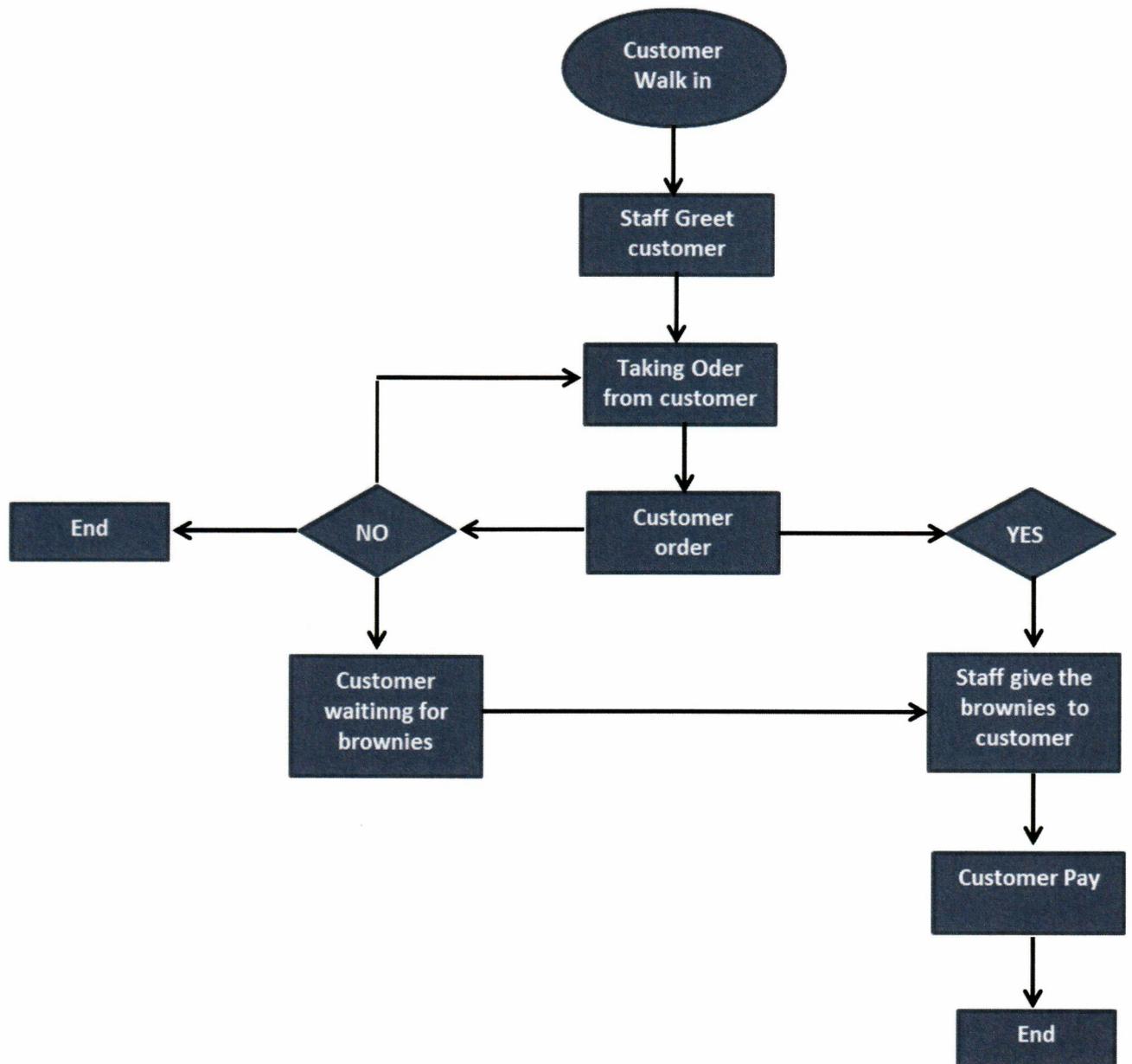
ITEMS	FIXED ASSET (RM)	MONTHLY EXPENSES (RM)	OTHERS EXPENSES (R M)
Sign Board	20 000.00		
Salary, EPF, Socso of Employee		19 404.00	
Promotion		1000	
Other expenses			
-Advertisement thru radio (Era, Hot fm or Sinar)			4 000
-Advertisement using flyers, sms and news paper.			4 000
TOTAL			48 404.00

OPERATION PLAN

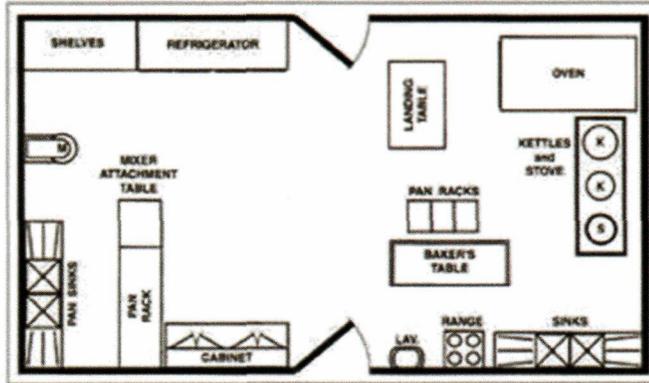
7.0 OPERATION PLAN

7.1 PROCESS FLOW CHART

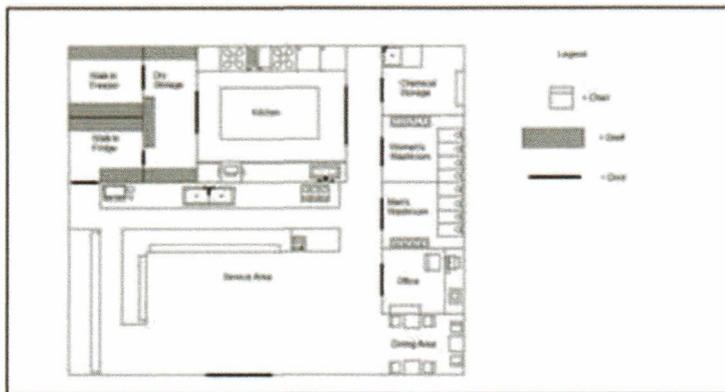
1. Flow chart for welcoming and taking orders



LAYOUT PLAN



Bakery kitchen floor plan



Bakery serving floor plan

MACHINE AND OPERATION EQUIPMENT

Machine/ Equipment	Quantity	Cost Per Unit	Total	Name of Supplier
Deck Oven 80 liter	1	1,190.00	1,190.00	CN United Sdn Bhd
Freezer	1	678	678.00	CN United Sdn Bhd
Chiller Showcase	1	1269	1,269.00	CN United Sdn Bhd
Counter mixer	2	1900	3,800.00	CN United Sdn Bhd
Counter work table	1	545	545.00	IKEA Cheras
Round Table	2	50	100.00	IKEA Cheras
Knoxhult kitchen	1	1553	1,553.00	IKEA Cheras
Wall cabinet with doors	2	255	510.00	IKEA Cheras
Air conditioner	1	699	699.00	Courts Mammoth Cheras
Baking sheet with racks	4	36	144.00	CN United Sdn Bhd
24 cup muffin pan	3	36.3	108.90	CN United Sdn Bhd
Sinks	2	151.8	303.60	IKEA Cheras
Laptop	2	1300	2,600.00	Seng Heng Cheras
Smartphone Huawei	2	1390	2,780.00	Seng Heng Cheras
Cash Register	1	420	420.00	IKEA Cheras
Chair	10	56.5	565.00	IKEA Cheras
Kitchen Tray	1	279	279.00	CN United Sdn Bhd
Pie Dish	10	29.9	299.00	Cn United Sdn Bhd
Serving stand with lid	3	69	207.00	IKEA Cheras
WIFI TM	1	100	100.00	TM Malaysia
Total	51	12007.5	18150.50	

MOTHLY BUDGET TO PRODUCE BROWNIES

No	Item	Quantity	Cost Per Unit (RM)	Total (RM)	Name of Supplier
1	Self Rising Flour	15kg	4.6	69.00	Harvest Bakery Ingrediants
2	Eggs	300	7.00 per dozen	2100.00	MIR Sdn Bhd Nilain
3	Beryls Milk Compund 500gm	10	9.80 per packs	98.00	Bake with Yen
4	Cadbury	100	1 packs RM5.00	500.00	Le'Nour Supplier
5	Daim	100	6.00 perpacks	600.00	Le'Nour Supplier
6	butter -anchor	40	RM14.00 perstick	560.00	Bake with Yen
7	Bakeman Cocoa Powder Dark Brown	10	14.50 perkg	145.00	Bake with Yen
8	Brown Sugar	20	5.80 perkg	116.00	Bake with Yen
9	Cream Cheese Tatura	10	6.9	69.00	Bake with Yen
Total				4257.00	

MATERIALS TO PRODUCE A VOLCANO CHOCOLATE BROWNIES

No	Item	Quantity	Cost Per Unit (RM)	Total (RM)	Name of Supplier
1	Self Rising Flour	1kg	4.6	4.60	Harvest Bakery Ingredients
2	Eggs	12	7.00 per dozen	84.00	MIR Sdn Bhd Nilain
3	Beryls Milk Compound 500gm	1	9.80 per packs	9.80	Bake with Yen
z4	Cadbury	1	1 packs RM5.00	5.00	Le'Nour Supplier
5	Daim	1	6.00 perpacks	6.00	Le'Nour Supplier
6	butter -anchor	1	RM14.00 perstick	14.00	Bake with Yen
7	Bakeman Cocoa Powder Dark Brown	1	14.50 perkg	14.50	Bake with Yen
8	Brown Sugar	2	5.80 perkg	11.60	Bake with Yen
9	Cream Cheese Tatura	1	6.9	6.90	Bake with Yen
Total				156.40	

List of Supplier

1. Bake with Yen

Lot 15, Taman Chan Chung, Cheras Damai
51500 Cheras
03-8085800

2. Harvest Bakery Ingredients

No 2, Taman Perindustrian Balakong
51000 Cheras
03-81003000

3. MIR Nilam Sdn Bhd

Lot 523, Ladang Perindustrian Nilai
18000 Nilai
06-54105500

4. IKEA Cheras

2A, Jalan Cochrane, Taman Maluri
51000 Kuala Lumpur

BUSINESS AND OPERATION HOURS

The business and operations hours are as follow: -

Days	Operating Times	Closed
Monday to Sunday	10.00 am – 8.00pm	Every Thursday

7.7 License, Permits and Regulations Required

We yet to register the license and permit but we will plan to register it before we move to the Shop.

7.8 OPERATIONS BUDGET TABLE

Items	Fixed Asset Cost (RM)	Monthly Expenses (RM)	Other Expenses (RM)
Machine and Equipment	18150.5		
Salaries+EPF+SOCSSO for Employee		19 404.00	
Raw Materials			
-Brownies		4257.00	
-Volcano Chocolate Brownies		156.40	
Total (RM)	18150.50	4413.40	Nil
Big Total (RM)	22563.90		

Conclusion

Refer to the proposal business plan, we would like to decide we want to continue to move our business from based on home to the shop. We want to expand our business start from the Klang Valley. We will do the loan RM100 000.00 and the balance is RM 7 685.50 we will keep for the emergency.

Project Implementation Project Cost and Sources of Fund able.

Project Implementation Project Cost	RM	Sources of Financing (RM)
Fixed Assets Expenses		
-Administrative	22650.50	22650.50
-Marketing	20000.00	20000.00
-Operation / Production	NIL	NIL
Working Expenses (Capital / Monthly)		
-Administrative	24404.00	24404.00
-Marketing	NIL	NIL
-Operation / Production	NIL	NIL
Other Expenses		
-Administrative	16260.00	16260.00
-Marketing	9000.00	9000.00
-Operation / Production	NIL	NIL
Total PIC and Total SOF is same	92314.50	92314.50

APPENDICES

1. http://flyers-media.com/?gclid=EAlaQobChMI-ZTi4sWU3wlV2AorCh0lpAsTEAAYAAAEgLiHvD_BwE
2. http://www.brandequity.com.my/web/index.php?option=com_content&view=article&id=195&Itemid=174

Weekly Advertising Rates - ERA FM



Station Profile

ERA FM, another Astro label, is a national Malay radio station. Inaugurating itself as an adult contemporary station, it broadcasts 24/7. Inaugural operations commenced on 1 August 1998 and the station has since evolved to offer a good mixture of music from the 1980s to current hits as well as an eclectic mix of multilingual songs. The slot from which ERA is broadcasted, 103.3 FM, was originally Classic Rock, but as demand grew for Malay language radio stations, Astro swapped Classic Rock with ERA FM, creating radio history as the first private radio station to broadcast solely in the Malay language. On - Air Advertising Rates - Per 30 Second Commercial Broadcast

ON - AIR ADVERTISING RATES - PER 30 SECOND COMMERCIAL BROADCAST (WITH GST)

ERA FM	NATIONAL BROADCAST <small>Peninsular, Sabah & Sarawak</small>		PEN MALAYSIA BROADCAST ONLY		SABAH	SARAWAK
	Jan-April Jul-Dec	May-June	Jan-April May-June	Jan-Dec	Jan-Dec	Jan-Dec
ROS 42 (Paid)- 10 (Bonus) Mon - Sun	907.36	1003.82	820.44	903.12	-	-
Mon - Fri	1088.82	1204.16	984.74	1083.32	101.76	101.76
Mon - Sun	907.36	1003.82	820.44	903.12	84.80	84.80
Sat & Sun	438.84	471.70	355.10	391.14	-	-

3.

Weekly Advertising Rates - HOT FM



Station Profile

HOT FM began operations on 15 January 2006. Owned by a subsidiary of Media Prima Berhad, broadcasts are 24 hours a day with a repertoire ranging from songs of the 90s to the latest Malay songs as well as Indonesian and international numbers.

ADVERTISEMENT RATE (30 SECOND RINGGIT MALAYSIA)

Station	6.00am-10am Breakfast Time	10am-4pm AM/PM	4pm-8pm Drive Time	8pm-12pm Evening	12pm- 6.am Overnight
Duration: 30 seconds	RM	RM	RM	RM	RM
Hot FM	1,020	650	820	600	150

4.

Weekly Advertising Rates - SINAR FM



Station Profile

The Bahasa radio station in the country with 3.2 million listeners. SINAR FM's motto is 'Best Retro Music' (previously Light of Your Life). The station is reputed to play the best retro Malay music, the present.

ON - AIR ADVERTISING RATES - PER 30 SECOND COMMERCIAL BROADCAST (WITH GST)

SINAR FM	Jan-Apr, Jul-Dec	May-Jun
Month of 2018		
ROS 42 (Paid)- 10 (Bonus) Mon - Sun	621.16	683.70
Mon - Fri	744.24	821.50
Mon - Sun	621.16	683.70
Sat & Sun	260.76	287.24

5.