



UNIT RUJUKAN DAN PERKHIDMATAN PEMBACA
UNIVERSITI TEKNOLOGI MARA
KAMPUS DUNGUN.

MARA UNIVERSITY OF TECHNOLOGY

FACULTY OF HOTEL AND TOURISM MANAGEMENT

FOTOSTAT TIDAK DIBENARKAN



FOR:

ETR 300 - ENTREPRENEURSHIP STUDIES

BY:

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ACKNOWLEDGEMENT

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Thank you.

1.0 INTRODUCTION

As we are going to run a business, focusing in junk foods or snacks, we have to use an appropriate name to attract the customers' eyes. After taking the consideration of the customers' attraction, we made our decision to name our business as Donuts' Garden. At Donuts' Garden, we produce and sell varieties of doughnuts take place in Banda Hilir, Melaka. The date of commencement of our business was on the 1st of December 2001. Our business is not limited on just certain level of consumers, but on all level of consumers. The great demands and less of exposure in Melaka are the two factors influencing the choice of our business.

2.0 PURPOSE OF BUSINESS PLAN

- 2.1 This business plan is prepared by Donuts' Garden to obtain a term loan for the amount of RM 145,136.90 from Bank Rakyat.
- 2.2 As a guideline in managing the business – producing and selling doughnuts.
- 2.3 To explain in detail regarding the activities, pricing, designation and explaining the four basic plans which are administration, marketing, operation and financial.
- 2.4 To distribute the business resources more effectively.

3.0 BACKGROUND OF THE BUSINESS

- 3.1 Name of the business: Donuts' Garden.
- 3.2 Business address: A12, Ground Floor, Mahkota Parade Shopping Complex, Banda Hilir, Melaka.
- 3.3 Correspondence address: A12, Ground Floor, Mahkota Parade Shopping Complex, Banda Hilir, Melaka.
- 3.4 Telephone number: 06 – 2815018
- 3.5 Form of business: Private Limited (Pte. Ltd.)
- 3.6 Main business activities: Producing and selling doughnuts.
- 3.7 Date of commencement of the business: *In the process.*
- 3.8 Date of business registration: *In the process.*
- 3.9 Business registration number: *In the process.*
- 3.10 Name of bank: Bank Rakyat.
- 3.11 Bank account number: 22-027-110133-1
- 3.12 Equity contribution: 100% - RM145,136.90
 - 3.12.1 General Manager – 25% (RM36284.22)
 - 3.12.2 Administration Manager – 25% (RM36284.22)
 - 3.12.3 Marketing Manager – 25% (RM36284.22)
 - 3.12.4 Financial Manager – 25% (RM36284.22)

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ETR 300-495



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Business plan for Donuts Garden / Megat Nazman Alam Wan
Zainal Alam...[et. al].

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