

**ENT300**  
**FUNDAMENTALS OF ENTREPRENEURSHIP**

**BUSINESS PLAN**



**ButterSweet Bakery**

**PREPARED BY**

NO.	NAME	UITM ID NO	GROUP CODE
1.	MUHAMMAD SADIQ ISKANDAR BIN RAHMAT	2019685946	PHM1114D2
2.	NUR FATIHAH IZAZI BINTI AZIZAN	2019277696	PHM1114D1
3.	NURUL FATIHAH BINTI NORAZAM	2019443762	PHM1114D2
4.	SYAZNIRAH BINTI ISHAK	2019200998	PHM1114D1
5.	SHAFIQAH NUR AIN BINTI SHAHRIM AL-AMIN	2019288406	PHM1114D2

**PREPARED FOR**

LECTURER'S NAME	:	ABDUL HALIM ABD HAMID
SEMESTER	:	MAC – AUGUST 2021
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## EXECUTIVE SUMMARY

Butter Sweet Bakery is located at Jalan Gunung Rapat 2, Jalan Gopeng, Ampang, 31350 Ipoh Perak. This bakery will be offered and serve you a high-quality bakery to all our customers in Ipoh Perak. Throughout the working day, our bakery will provide freshly baked cake, pastry, cookies and many more. Throughout the business day, six to eight reasonable batches of cakes and pastry products are cooked to ensure that fresh baked foods are constantly accessible. This bakery can obviously be classified as a quick-service dessert establishment, since clients will receive their cakes as quickly as possible after placing their orders.

In Ipoh Perak there are a few famous and well-known bakeries. Butter Sweet Bakery was intending to establish a strong market position there. We are also trying to provide clients with the best and most cheap prices while providing high-quality bakeries. It is because we are attempting to satisfy the need of the income local market in the residents in Ipoh Perak as well as the tourist at a competitive price. Moreover, this Butter Sweet Bakery was created with the cooperation of the 5 friends. We are building this business to gain more knowledge about business. After we received a good reaction to our regular customers, so we are decided to build this business to a large scale.

## 1.0 INTRODUCTION

### 1.1 INTRODUCTION TO THE BUSINESS

1. Name of Business	: ButterSweet Bakery
2. Business legal entity	: Partnership
1. Nature of Business	: Service
4. Business location	: Jalan Gunung Rapat 2, Jalan Gopeng, Ampang, 31350, Ipoh, perak
5. Date of commencement	: 1 January 2021
• 6. Factors in selecting the proposed business:  We choose this business to open more bakery around this area	
7. Future prospects of the business:  We want to open up a new branch in other city next 10 years. Our future prospect for this business is to attract youngers who have an art of bakery	

### PURPOSE OF BUSINESS PLAN

It enabled the entrepreneur to look at and assess the planned business endeavour objectively, critically, and practically. The business plan may illustrate the entrepreneur the company's potential and serve as a management guide.

A business plan's purpose is to persuade interested parties of the project's financial potential. The business plan contains information on the company's operations, administration, marketing, and financial situation. As a result, potential investors may obtain a complete picture of how the firm is run.

In terms of project finance management, the business plan assists the entrepreneur. This is due to the fact that the business owner has mentioned all of the costs associated with running the company. As a result, he or she will be able to manage the budget for the company's financing.

- **BUSINESS LOCATION**

- **Factors influencing Choice of Business Location**

Such information should include

Price of premise/cost of rental per month

- The land is reasonably priced, which is one of the primary reasons we chose this area. With the scale of our building, the cost of RM2,400 million is considered affordable, as it may exceed RM5,000 million in other areas.

Distance from the source of equipment

- The distance between our supplier's shop and the plant where we do business is not great. This factory's accessibility makes it simple for us to obtain materials. It will also lower our shipping and marketing costs.

Transportation facilities

- There are several transit options in this region that can link our store to others. They may, for example, order using the apps Grab Food and Food Panda.

Distance from customers

- Because our store is located near a housing area, the distance between consumers and our shop is extremely short.

Basic amenities (electrical, water, telephone and internet facilities)

- Basic services such as water, electric, telephone, and internet are available in our region because it is a developing city. Because all of our fundamental needs have been met, our service will be more efficient and effective. This will also improve the efficiency of our operations.