



**UNIVERSITI TEKNOLOGI MARA
CAWANGAN PULAU PINANG**

ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP

HOUSE OF CAKE

PREPARED BY

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Diploma in Tourism Management
Faculty of Hotel and Tourism Management
University Technology MARA Pulau Pinang

MADAM SITI HAJAR BINTI KHALID

16/7/2021

Lecturer of Fundamental of Entrepreneurship (ENT300)

Sir/Mrs,

SUBMISSION OF BUSINESS PLAN PROPOSAL (ENT300)

Referring to the subject stated above, we are glad to submit the proposal of our project plan for our ENT300 subject.

1. The purpose of this business plan is for our guidelines to manage and produce our product which is selling cakes. We have put our fullest commitment to complete the business plan according to the guideline we receive from our lecturer and from the entrepreneur syllabus as well. This business plan worked as a blue print and guide for our business venture that cover from the organizational, marketing, operational and financial department.
2. Our hope is that the business plan that we have prepared will be successful and help us in our business. If there is any mistake or lack in a certain area, we sincerely apologize. We would appreciate any comments and critics regarding our business plan and product from you.

Thank you,

Sincerely,



Aishah binti Khairi

General Manager of HOUSE OF CAKE

EXECUTIVE SUMMARY

House of Cake is a new bakery business in the market and our company is producing and selling 5 flavours of cake, for starters. Our bakery is located in 38-G, Jalan Setia Perdana BF U13/BF, Setia Alam, 40170 Shah Alam, Selangor.

We have 5 managers in our company to ensure our business is done thoroughly and correctly. With that being said, we have general manager which is our leader and 4 other managers which is for organizational, marketing, operational and financial.

We have chosen the finest and premium ingredients to make our cake so our customers will love it. However, each slice is not expensive as it only cost RM10. Our marketing manager has done intensive research to analyse potential customer in the areas. In operational, we have calculate working hours to know how much we are able to produce in a day. Most importantly, we have provided our financial plan in this business plan.

1.0 INTRODUCTION TO THE BUSINESS

1. Business name	House of Cake
2. Business address	38-G, Jalan Setia Perdana BF U13/BF, Setia Alam, 40170 Shah Alam, Selangor
3. Nature of business	Selling cakes for wedding, party and events Selling readymade cakes for walk in customers
4. Factors in selecting the proposed business	Has an experience on making cakes in the industry To provide cakes for customers in nearby areas
5. Future prospects of the business	Having 10 flavours of cakes and new branch in 5 years

1.1 PURPOSE

- a) To analyse and evaluate the viability of a proposed venture from the detailed studies on marketing, organizational, operational and financial plan. With thorough planning, we will be able to know what to expect when opening a business in terms of target audience, competition and more. Other than that, it helps to save money and time.
- b) As a guideline for managing the business because of the thorough business plan. We use the business plan to keep track on maintaining the business. The business plan will be always referred to when problem occurs in every part of the business.