



اَبُو سَيِّدِي تَيْكُونُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 300 - FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

NAME	STUDENT'S ID
MUHAMAD FARHAN BIN MOHD RAZALI	2019264046
NUR AINA SHAFIQAH BINTI KAMARUDDIN	2019201924
DZULQARNAIN BIN ABDUL HAKIM	201928542
NUR ALISSA IRWANI BT NORIRWAN	2019444574
WAN MUHAMAD ALIFF NAJMIN BIN WAN SUDEN	2019265102
NOR MAISARAH BINT MOHD HARUN	2019255586

GROUP : BA118 4C

PRODUCT : Donuts

LECTURER'S NAME : NUR HAZELEN MAT RUSOK

ACKNOWLEDGEMENT

Praise and thanks to Almighty Allah for giving us the strength to complete this assignment and project successfully. This assignment would not have been possible without support of people surrounding us. We would like to send our special thanks to our lecturer, Madam Hazelen for the valuable guidance and advice.

She inspired and motivated us greatly to work in assignment. We also would like to thank her for showing this assignment us some example that related to the topic of Besides, we would like to take this opportunity to express our deep and sincere gratitude to our family for their love and unwavering support. In addition, honourable mentions goes to our friends also for their understanding that mentioned and support on us in completing this assignments.

Without helps of the particular above, we maybe would face assignment many difficulties while doing this assignment.

TABLE OF CONTENT

CONTENT		PAGE
	ACKNOWLEDGEMENT	2
	EXECUTIVE SUMMARY	4
1	INTRODUCTION 1.1 Business Description 1.2 Owner Description	5-12
2	ADMINISTRATION PLAN 2.1 Organizational Chart 2.2 List of Administrative Personnel 2.3 Schedule of Task and Responsibilities 2.4 Schedule of Remuneration 2.5 List of Office Equipment and Supplies 2.6 Administration Budget	13-19
3	MARKETING PLAN 3.1 Profile of Product/Services 3.2 Target Market 3.3 Sales Forecast 3.4 Marketing Strategy 3.4.1 Product 3.4.2 Price 3.4.3 Promotion 3.4.4 Place 3.5 Marketing Budget	20-29
4	OPERATIONAL PLAN 4.1 Process Flowchart 4.2 Material Requirement 4.3 List of Machine and Equipment 4.4 Layout Plan of Operation Area/Factory 4.5 Operation Overhead 4.6 Operation Budget	30-43
5	FINANCIAL PLAN 5.1 Project Implementation Cost 5.2 Source of Financing 5.3 Profit and Lost Proforma 5.4 Is The Proposed Business Profitable	44-50
7	BUSINESS MODEL CANVAS	51-54
8	CONCLUSION	55
9	APPENDIXES	56-58

EXECUTIVE SUMMARY

This company is run as a partnership, with six individuals holding key positions in the company, including General Manager, Administration Manager, Marketing Manager, Operational Manager, and Financial Manager. The total business capital is RM 350,000, with each member contributing RM 50 000 and the remaining RM 50 000 coming from a Bank Islam's loan.

Fluffy Donnut is one of the top popular at our company. Squishy Dessert with motto " Baked with Love" is located on No 45 Jalan Ah Sang, Kota Bharu Kelantan. Fluffy Donut's is a company which is focus on dessert production especially donuts. Donuts is one of the most popular dessert in Malaysia.

To make it more interesting our company has add a variation and innovation by implying our creativity and modern element suitable with modern life. Nowadays, colour is one of the important attraction to people and we have done a few R n D about it. So with our new innovation they can eat and taste variable of donuts and more tastier than before.

We re expected this innovation our business will grow up and got a lot of demand from customer. This will give more profitable and our company can be more grower for long term.

1.1 Business Description

A business plan is a document that details a company's commercial journey in order to set goals and fulfil them in the future. Creating a business plan is not an easy or straightforward process since it takes a significant amount of time, money, patience, and dedication. As it meticulously plans every part of the operation, administrative, financial, and legal aspects.marketing.

Donuts are not foreign to Malaysians. It has become a favorite dessert of Malaysians. There is a lot type of donut with various filler and flavours such as chocolate donut, strawberry donuts and so on. Usually donuts come in various size and the common and famous donut is sugar donut. Good donuts should have fluffy and soft inside.

The table below are business background.