



**Faculty of Computer and Mathematical Sciences**  
**UNIVERSITI TEKNOLOGI MARA KELANTAN**  
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**ENT300**  
**FUNDAMENTALS OF ENTREPRENEURSHIP**



SweetLicious Bakery Business Plan

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*D1CS1104A*

<b>STUDENT NUMBER</b>	<b>STUDENT NAME</b>
<b>2019211124</b>	<b>ADAM IZZAT BIN AZMI</b>
<b>2019211842</b>	<b>AIDIL AIMAN BIN ROSLI</b>
<b>2019226776</b>	<b>NUR ALYA TASNEEM BINTI BAHAROM</b>
<b>2019429998</b>	<b>NURUL IZATIL SYAMIMI BINTI YAHAYA</b>
<b>2019263296</b>	<b>SITI NUR IZZATI BINTI ZAIDI</b>

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Prepared For: Puan Nur Hazelen binti Mat Rusok

## TABLE OF CONTENTS

<b>NO</b>	<b>CONTENTS</b>	<b>PAGES</b>
1	Executive summary	1
2	Introduction	2-12
3	Administration plan	13-16
4	Marketing plan	17-24
5	Operation plan	25-28
6	Financial plan	29-36
7	Business Model Canvas	37-45
8	Conclusion	46
9	Appendices	47-49

## **1. EXECUTIVE SUMMARY**

Sweetlicious Bakery will be specializing in visually attractive cakes, breads, and cookies. There has been a significant increase in demand for tasteful, overindulgent, and visually stimulating cakes. Sweetlicious Bakery is a form of business based on partnership which consist of five members which hold important position such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager.

This bakery has various types of delicious and interesting cakes, breads, and cookies for customers to enjoy. Sweetlicious Bakery with motto of 'So Sweet. So Good. Sure to bring smiles' is located at Jalan Jambatan Sultan Yahaya Petra, Kampung Sirih, 15150 Kota Bharu, Kelantan, Malaysia.

Sweetlicious Bakery is a bakery which focuses on production of the premier company in the baking industry and the related food and beverage industry, known and emulated for our best quality products that delight the consumer in Malaysia. Delicious Bakery aims to be a cornerstone in the community creating a neighbourhood atmosphere where customers feel comfortable and become instant regulars. We seek fair and responsible profit, enough to keep the company financially healthy for the long term and to fairly compensate owners and investors for their money and risk.

To make it more attractive we decided to make some innovation by implying our creativity and modern element in the cakes, breads, and cookies. We have done some research that Malaysia loves something beautiful and interesting so it makes it viral and become a phenomenon in the country. Thus, we recommended this bakery because it suitable with all type of income level as the prices of our cakes, breads and cookies is affordable and worth it.

## **2. INTRODUCTION**

### **2.1 Business description**

#### **Introduction of the Business**

Name of the company: Sweetlicious bakery

Nature of business: Food services

Location: Bandar Kota Bharu

Operational date: Year 2021 **Prospects**

#### **of business:**

- a) We want to provide several of cake and dessert that interesting and delicious. Moreover, we accept order of custom cake and dessert according to fulfil the customer need.
- b) We will be offering new cake and dessert every day. Besides, we will check the quality of the cake and dessert so that customers are satisfied.

#### **Purpose**

1. The business plan allowed the entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner. The business plan can show the guideline for the business management.
2. The function of a business plan is to convince relevant parties of the investment potential of the project. Business plan provides information related to the operation, administration, marketing, and financial condition of the business. Therefore, the potential investors can get the overall view of the business conducted.
3. The business plan helps the entrepreneur in terms of financial management of the project. This is because the entrepreneur has stated all the cost to operate the business. Therefore, he or she can manage the budget to financing the business.



Name of business	Sweetlicious bakery
Business address	AEON Mall, Jalan Jambatan Sultan Yahya Petra, Kampung Sirih, 15150 Kota Bharu, Kelantan
Phone number/email	011-72954759 / <a href="mailto:sweetlicious@gmail.com">sweetlicious@gmail.com</a>
Form of business	Partnership
Business main activity	Running a bakery business in city, selling different types of desserts.
Date of registration	1 January 2021
Date of business started	1 May 2021
Business registration number	202003-030956M
Partnership capital	RM 5,000.00
Loan capital	RM 50,000.00
Overall capital	RM 100,000.00
Sources of funding	Majlis Amanah Rakyat (MARA)
Business bank	Bank Islam Malaysia Berhad
Account bank number	03-540214221-42