



اَوْنِبُورِ سِيَّتِي بَاتِي كُوْلُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

"KAK CAKE"

PARTNERSHIP

PREPARED BY

FACULTY & PROGRAMME : FACULTY OF BUSINESS MANAGEMENT

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PROJECT TITLE : BUSINESS PLAN

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ENTREPRENEURSHIP BUSINESS PLAN

With the mentioned above title, we had completed our Business Plan report and we would like to submit it. The studies and research had been done according to the guidelines and procedures.

2. We really appreciate your kindness in guiding and advising us throughout this process of completing the business report. Therefore, we would like to thank you. Without your guidance, we might not able to be in the right track and produce a good proposal.

3. We will certainly use the knowledge and the skills we gained from the process of making this proposal in the future. From what we have learned, we can actually start our own business.

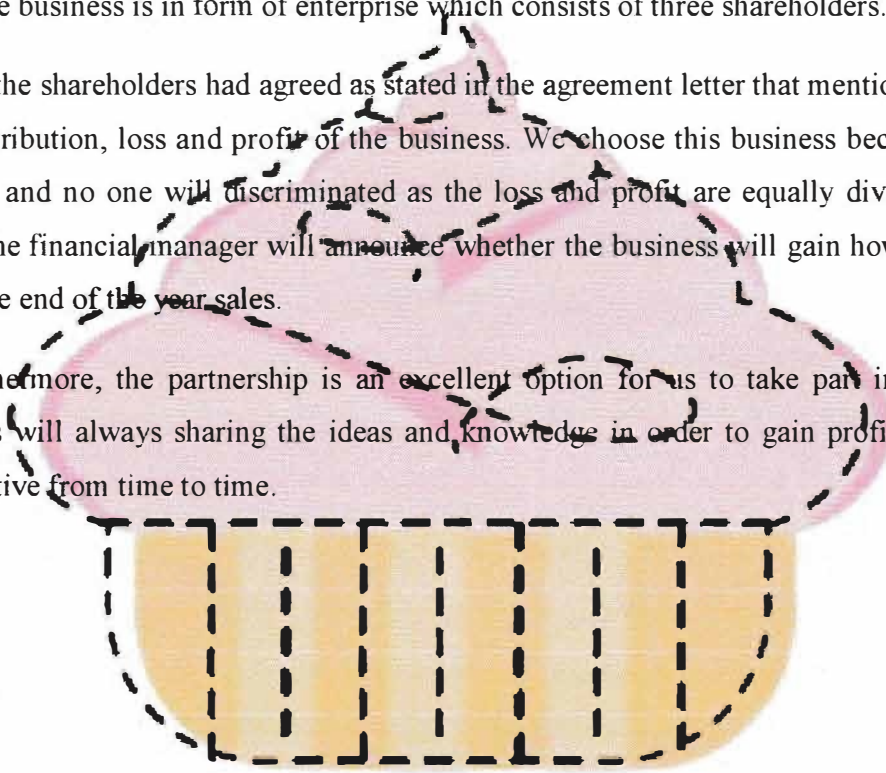
4. We really hope that you will be satisfied with our report and wishing that it will be evaluated as fairly as possible. Your sincerest and honest condition would be much appreciated.

Introduction of Business Plan

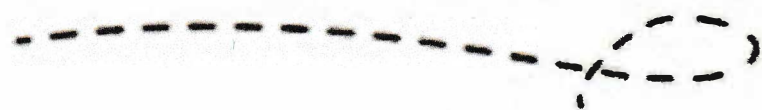
The business plan of Cupcakes is proposed as that it can be taken by comprehensive manner. This business plan gives us the opportunity to assess on the business industry in the future. We decided to form a partnership business which can spend our interest in cupcake industry. The business is in form of enterprise which consists of three shareholders.

All the shareholders had agreed as stated in the agreement letter that mentioned about the capital, contribution, loss and profit of the business. We choose this business because it shows the equality and no one will discriminated as the loss and profit are equally divided as stated ration and the financial manager will announce whether the business will gain how much profit or loss by the end of the year sales.

Furthermore, the partnership is an excellent option for us to take part in because the shareholders will always sharing the ideas and knowledge in order to gain profit and achieve high productive from time to time.



Kak Cake Cupcake



EXECUTIVE SUMMARY

Our company name is Kak Cake. The type of our business is partnership which consists of three members. Each of our members contributes certain amount of capital as in the agreement. Our company is providing cupcakes. Our concept is suitable for all community who love to eat cupcakes. All of us participate in order to achieve the business management.

We had decided our General Manager is Nurul Sumiyati Binti Mohd Izizwan based on her skills, experiences on leading this company. Functions of General Manager are responsible in planning, leading, organizing and controlling the business.

Our Marketing Manager is Syadza Nadhirah Binti Roslan. She is which is responsible to create the marketing plan, identifying the customer's need and demand, identifying the competitors, target market size and forecast the future market.

Nurul Jannat Binti Mohd Sunaiti is our Operation Manager which responsible to the entire job that related to the operation and will be supervise and coordinate the operation of the business. She is also responsible for the job that related to the administration such as planning and arranging the remuneration schedule of the salary and wages.

Kak Cake Cupcake

Lastly, we do our financial together. We are responsible to handle the financial matters such as preparing the budget and financial statement for expenses of each departments and controlling the flow of the money of the business.