



اَوْنِبُوْرُ سَيِّتِيْ بِاَتِيْكَوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

KUPPIKAKKU

PARTNERSHIP

PREPARED BY

FACULTY & PROGRAMME : BUSINESS MANAGEMENT

SEMESTER : 5

PROJECT TITLE : BUSINESS PLAN

GROUP MEMBERS

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SUBMISSION DATE

29.12.2017

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29 December 2017

Dear Madam,

SUBMISSION OF BUSINESS PLAN

Referring to the above matter, Kuppikakku would like to submit our business plan for your analysis and evaluation as it is obligated. Kuppikakku's business partners and site of addresses are mention below:

Details of business partners are as follows:

- | | |
|-----------------------------------|------------|
| 1. Alrina Hollistini Anak Stanley | 2015480802 |
| 2. Norsyapira Binti Merjuki | 2014351185 |
| 3. Nurul Nabilah Bt Ahmad | 2015647724 |
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EXECUTIVE SUMMARY

The name of our company is Kuppikakku which stands for cupcake from the Finnish language. The business consists of four managers which are general and administration manager, marketing manager, operation manager and financial manager. The main business is selling cupcakes where the main products are healthy cupcakes. The sizes available are normal and giant which costed to RM4 and RM8 respectively. Our business opens every day except for Monday at 9.00 a.m. to 9.00 p.m.

All managers are entitled to participate and cooperate in the consultant management. The General Manager that had been appointed is Nur Syapira binti Merjuki who is also the Administration Manager. The Marketing Manager, Operational Manager and Financial Manager are Alrina Hollistini Anak Stanley, Nurul Nabilah bt Ahmad and Nurun Nadwa binti Othman respectively. The selection of General Manager is based on the unified agreement between all managers and selected based on experience, skills and ability.

The General Manager is responsible in overseeing all administrative functions in the business as well as leading and directing employees. The Administration Manager's role is to record and manage the organization's document and in charge of supervising daily operations. The roles in arranging new strategies to attract customers, providing new ideas to enhance sales and promoting the product belonged to the Marketing Manager. The Operations Manager on the other hand is responsible in managing the raw materials and personnel as well as making sure the organization is running as smooth as possible. Last but not least, the Financial Manager's role is to collect and calculate the company's financial document and maintain the company's profit.

CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION TO THE BUSINESS

- i. Name of the business : Kuppikakku
- ii. Nature of the business : Partnership
- iii. Industry profile : Food (Bakery)
- iv. Business location : Kota Samarahan
- v. Date of commencement : 07.07.2017
- vi. Factors in selecting the proposed business :
 - a) Have interests in bakery
 - b) Hard to find a bakery that only specialized in cupcakes
 - c) To introduce new and unique recipes for cupcake lovers
- vii. Future prospects of the business :
 - a) Able to provide classes for who is interested to learn how to make cupcakes from scratch
 - b) Able to open 2 new branches at West Malaysia and Sabah
 - c) Recognized internationally