



اَوَّلُ سَبِيحَةٍ تَكُونُ لَكُمْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

“SWEET RICE CAKE BAKERY”

PREPARED BY

**FACULTY & PROGRAMME : FACULTY IN BUSINESS MANAGEMENT &
DIPLOMA IN BUSINESS STUDIES**

SEMESTER : 5

PROJECT TITLE : BUSINESS PLAN

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SUBMISSION DATE

22nd DECEMBER 2017

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Madam Noor Emma Shamsuddin,
Lecturer Faculty of Business Management,
Universiti Teknologi MARA Cawangan Sarawak Kampus Mukah,
KM37, Jalan Oya,
96400 Mukah,
Sarawak

Dear Madam Emma,

I'm very pleased to enclose my business plan for Sweet Rice Cake Bakery. Inside, you'll find a wealth of information about my business, a through assessment of opportunities in the market place, and a detailed plan for seizing them. I look forward to the possibility of working with you to make Sweet Rice Cake Bakery a success in the coming months and years.

I am eager to hear your comments and answer any questions you may have. You can reach me at 01125178483,

Thank you for your time and attention.

Sincerely,



(Ariana Schafieena binti Seroja)

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EXECUTIVE SUMMARY

Sweet Rice Cake Bakery is located in Taman Boulevard Setiaraja, Mukah. Sweet Rice Cake Bakery expects to catch the interest of a regular loyal customer base with its people who like to eat sweet things such as chocolates. Our company plans to build a strong market position in the town. Sweet Rice Cake Bakery aims to offer its products at a competitive price to meet the demand of the middle-to higher-income local market area residents and tourists. Our business is equally owned and managed by four partners. Our business wants to manage this business based on extensive experience in sales, marketing, and management.

Sweet Rice Cake Bakery offers “Sweet Rice Cake” products, all from high quality. Sweet Rice Cake Bakery provides freshly prepared “Sweet Rice Cake” products at all times during business operations. 75 units per day are prepared during the day to assure fresh baked goods are always available.

The food industry in the Mukah has recently experienced rapid growth. Sweet Rice Cake Bakery wants to establish a large regular customer base, and will therefore concentrate its business and marketing on local residents, which will be the dominant target market. This will establish a healthy, consistent revenue base to ensure stability of the business. In addition, people in Mukah like sweet things. Mukah has been also growing in its education sector as many high institutions build in Mukah. High visibility and competitive products and service are critical to capture this segment of the market.

1.0 INTRODUCTION TO THE BUSINESS

- i. Name of the business : Sweet Rice Cake Bakery
- ii. Nature of business : Partnership
- iii. Industry profile : Food industry
- iv. Business location : 21, Lorong 4, Taman Boulevard
Setiaraja Mukah
- v. Date of commencement : 1st January 2017
- vi. Factors in selecting the proposed business :
 - Save time in producing as to produce the product requires low time involvement and save time in producing
 - Low competitor to attractive as this is the first Sweet Rice Cake in Mukah city
- vii. Future prospects of the business :
 - Building on existing and developing new strategic and operational partnerships that generate new economic opportunities for local people of all ages
 - To be well-known and open many branches in Malaysia