



اَوْنَبُوْرُ سَيِّتِيْ تِيْكَوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

ENT 300

FUNDAMENTALSS OF ENTREPRENUERSHIP

“SUGARLICIOUS CUPCAKE BAKERY AND CAFE”

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1.1 SUBMISSION LETTERS

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January 2015

Miss,

SUBMISSION OF BUSINESS PLAN REPORT

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 be 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 very 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.

Thank you,

(Albertini anak Matthew)

General Manager

Sugarlicious Cupcake Bakery & Cafe

SUGARLICIOUS CUPCAKE BAKERY AND CAFE

Page 1

1.3 INTRODUCTION OF BUSINESS PLAN

The business plan of Sugarlicious Cupcake Bakery & Cafe is proposed so that it can be taken by comprehensive manner. This business plan gives us the opportunity to assess on business industry in the future. We decided to form partnership business which we can spend our interest in cupcake industry. The business is in form of enterprise which consists of four shareholders.

All 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 profit or losses are equally divided as stated ratio 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.

1.5 NAME OF THE COMPANY

Our company's name is Sugarlicious Cupcake Bakery & Cafe. Sugarlicious stands for the deliciousness of our cupcake and product. To think about the name already makes the people melting with the taste of the cupcake. Our company is based in selling cupcake. Besides that, we provide cafe for the customer to relax and enjoy the cupcake. The specialty of our company is variety types of cupcake that have different types of flavor.

1.6 NATURE OF BUSINESS

Our company is in a business form of partnership. Partnership business is incorporated under the Business registration Act 1956 (Amendment 1978). Sugarlicious Cupcake Bakery & Cafe owned by 4 partners which are all Bumiputera. The reason why we choose partnership is because the interest and hobby that we share are similar to each other. We also have a same dream in opening a same business which is cupcake.

The entire shareholders which is all the partner have their own responsibilities in Sugarlicious Cupcake Bakery & Cafe. Albertini anak Matthew become a General Manager after he is appointed by his partner due to the highest shareholder in our company. Gina anak Udi become Administration Manager, Ema Farina Bt. Mohamad become Marketing Manager, Fatin Syahira Yusuf become Operation Manager, and Caroline Vanessa anak Jijep become Financial Manager. All of the position was arranged due to the qualification of all the partner.