



اوتنورسيٲى ٲكنولوٲى مارا  
UNIVERSITI  
TEKNOLOGI  
MARA

**ENT300**

**Fundamental of Entrepreneurship**

**Findbelous Cuppy**

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## 1.0 INTRODUCTION

<b>Name of the business</b>	<b>Findbelous Cuppy</b>
<b>Registration Number</b>	<b>In Progress</b>
<b>Registration Date</b>	<b>12/12/2013</b>
<b>Address</b>	<b>Lot F14 1<sup>st</sup> Floor, Perdana mall, AEON Seberang Prai City Shopping Centre Jalan Perda Timur, Bukit Mertajam 14000 Seberang Perai Tengah, Pulau Pinang.</b>
<b>Nature of Business</b>	<b>Manufacturing, retail and trading.</b>
<b>Telephone Number / fax</b>	<b>04-5371334 / 017-8739304</b>

### 1.1 Factors selecting the proposed business and future prospects of the business

We choose to open this cupcake business for business purpose and to earn profit. Apart from that, we want to produce the variety of cupcake with a variety of flavor and good nutritious which is have high demand from consumers. Most of consumers want a different and a variety of taste to attract them to buy. Nowadays, many local product from bakery industry have been produced cupcake with a similar flavor, so customer don't have any choice to buy a cupcake. To solve the problem, our company has been produced cupcake with a variety of flavor in one cupcake to provide consumers compliance.



Furthermore, increasingly competitive market place with many former customer now buying merchandise and booking river excursions via the internet. It's a reason why our company choose to retail on online product besides direct purchased from customer. Another factor why we choose cosmetic industry because to expand our cupcake products and knowledge in business operations.

Besides that, health conscious also the factor why we choose this retailing. People recently have a knowledge and conscious about health. So they will choose the best product which is consist of good nutrition, so we as a provider need to taking care of them by producing a cupcake with a good nutrition without causing an irritation to them.

A strategic location also the factors selecting the proposed of our business. We have choose the centre on new city state and new developed area that nominated by medium income group and university students. We considered the customer accessibility, business environment conditions, availability of resources, the entrepreneur's personal preference and site availability and cost. Customer accessibility is generally important consideration in selecting a business. Our retail is a the best example by located it to the target customers. Besides, to attract more customers, environmental conditions

## **1.2 Future prospects of the business**

Food industry is a large industry compare to the other industry. As we know, people need food to life. With improving purchasing power and innovation to the food to life. With improving purchasing power and innovation to the product, the industry is expected to maintain the growth momentum during forecast period time.

Mass media is an important role to attract customer about our product innovation. There are many satellite television and a number of television channels as well as the internet, the customer are constantly being desire to purchase them. Moreover, health campaign that have been launched by ministry of health give more knowledge and conscious or the important of health care among customer.

Despite there are many product that are very popular, our research find that the average consumer spending more on food product in Malaysia compare to the other product from the other country. It's because our food industry in Malaysia have so many improvement by technology to make a good quality food same as to the other country.



At present, most of food manufactures in Malaysia supply to the domestic market but they are gradually establishing their foodholds in overseas markets. Our company have decided to get our own market by selling a nutrition cupcake with a variety flavor in one cupcake. There's an example such bread with made by oat have a great demand in the international market.

However, the price also one of the future prospect of the business. In Malaysia price ie very sensitive of the business. It's because we've already know price of food are not constantly to be maintain at all time. It also depends to the other price of raw material. If the price of raw material will rapidly increase, it can give our negative impact to our product. So the best solution is to manage resources of every single product to be maintain with the best quality of food. That's why we need to work out innovative strategies to establish a foothold here.