



اُنَبِّئْ سَيِّدِي تَيْكُمُ لَوْ كُنِي مَرَارًا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF CHEMICAL ENGINEERING
UNIVERSITI TEKNOLOGI MARA CAWANGAN JOHOR KAMPUS PASIR GUDANG

SUBJECT
ENT300
FUNDAMENTAL OF ENTREPRENEURSHIP

ASSESSMENT 3
BUSINESS PLAN

CLASS:
J4EH1105A

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1.0 EXECUTIVE SUMMARY

CAKEOLOGY BAKERY SDN. BHD. is a new bakery that operated in Shah Alam, Selangor. The name of this company is a come out from the imagination by the partnership members. The name of this bakery represents on how we can engrave our products in our customer's mind so they can easily remember our bakery's name that is very simple and easy to pronounce but radiates an elegant and minimalisms vibe to the bakery.

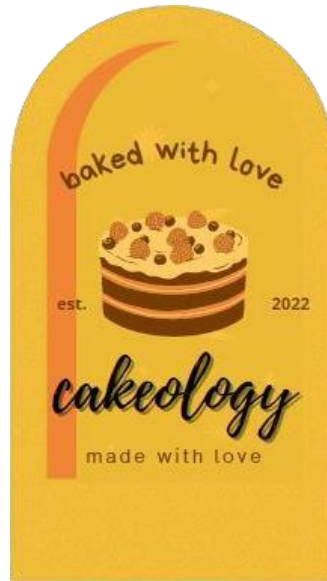
Our business focused on providing special and delicious cakes, cupcakes, muffins as well as many other pastries for the citizen that live in Shah Alam. As we go through the changes in our surrounding and environment, people these days do not put on simple food on their daily meals. From our survey that we did before starting this business, we can conclude that we are going to provide Malaysia with the simple, special and scrumptious cakes with high quality as possible and that will be started from our first bakery in Shah Alam.

We are starting the business with total capital of RM 200,000. We have 4 workers which are Administration Manager, Operation Manager, Marketing Manager and Financial Manager. Our target market is customers that come from all income levels and all levels of ages. We offer different types of cakes so that is why various people can buy and try our delicious cakes.

A business plan is very necessary to all entrepreneurs out there especially someone a start-up company like us. It's prepared to the group of people that are owners itself, bankers, suppliers, customers and employees. All of these plans will be included in this business plan which consists of Administration Plan, Marketing Plan, Operation Plan as well as Financial Plan.

We truly believe that we will be able to achieve our business goal with our business financial statement. We will make sure to get our return modal within short time and our current rations will cover our liabilities as well as putting our business in highest level as possible.

2.0 BUSINESS DESCRIPTION



- **Name of Company:** Cakeology Bakery SDN. BHD.
- **Nature of Business:** Providing, producing and selling
- **Industry profile:** Our business is actively owned by partnership and corporate as CAKEOLOGY BAKERY SDN. BHD. Our business activity provides basic products used in baking activity and also producing cakes and pastries that will be sell among residents that lives in the business area and the workers' salaries are around RM 1,300.00 to RM 2,000.00.
- **Business's Location:** Shah Alam, Selangor.
- **Business's Date of Commencement:** 1st March 2022
- **Factors considered in selecting proposed business:** This business is selected as a result from surveys and interviews that is done among the residents there. Through the surveys and interviews, we found out that there is no bakery that is run by Muslim or Malays within our target location. Hence, we have seen this as an opportunity for us to run this business since we will be able to get halal certificate and convince all of our target customers from various religions to purchase our products. Besides, we also able to guarantee that we will serve the best cakes and pastries that suits to their liking.
- **Future Prospects of the Business:** We believe that our business will have good future prospects since cakes and pastries are relevant desserts most of the time.