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UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA
MUKAH CAMPUS
FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)

FINAL PROJECT : OUR BAKERY & CAFE

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1.1 SUBMISSION LETTER

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Madam,

R.E: SUBMISSION OF BUSINESS PLAN REPORT

As a representative of our company, "**Our Bakery & Cafe**", I would like to submit our business plan for your evaluation and further action. We are very grateful for the generous amount of motivation and support not to mentioned guidance given which has indeed paved us the way and anchored us towards our aim and goal when preparing and finally completing this business plan on time and as scheduled.

2. For all the five of us, ENT 300 (Fundamental of Entrepreneurship) has given us a clear picture on the basic of starting a business. Along the way, we gathered many ideas, which we personally felt, would have done much use and benefit to us if ever "**Our Bakery & Cafe**" become a reality. We highly compute that it is not all that easy to become an

1.5 INTRODUCTION TO BUSINESS PLAN

The name of our company is Our Bakery Cafe. The business is in form of partnership consists off five members. Each partner contributes some amount of capital as agreed in agreement. The main activity business is about pastries and beverages based on cafe house concept. We provide the place for the customer to enjoy their pastries and beverages and so on. Our concept is also accurate at Medan Mall, Mukah where the most people available. There are no sleeping partners and all are entitled to participate in the business management.

The business plan of Our Bakery Cafe is proposed so that it can be undertaken comprehensive manner. This business plan gives opportunity for us to assess the business in the future. We had decided a partnership business is in form of enterprise which consists of five shareholders.

All shareholders had agreed as stated in agreement letter which the amount of capital, profit and loss will be divided as stated ratio. We had chosen this kind of business because it shows the equality and no one will be discriminated as the profits and losses are equally divided in the end of the accounting period.

In the other way, the partnership is a perfect option to be taken because the shareholders will always sharing ideas and knowledge in order to gain profit and achieve high productivity time to time.

1.6 NAME OF THE COMPANY

Our company name is Our Bakery & Cafe which is choose between our partnerships because we are open new bakery in Mukah. Our Bakery & Cafe had a special which is we had a Cafe and our bakery just based on cafe house concept. We choose to open bakery combine with cafe because in Mukah there are no bakery with cafe concept. We choose Our Bakery & Cafe name because all of people can go to our bakery because the word of "our" is for everyone and we produce "halal" products.

1.7 NATURE OF BUSINESS

The entire shareholders which are the entire partner have their own responsibilities in Our Bakery Cafe. Erra Fatiha Hamdan becomes a General Manager after she is appointed by her partner due to the highest shareholder in our company and also based on their knowledge in bread and beverages Industry.

In our business, we had chose partnership as the nature of our business. There will be no sleeping partner and this is to ensure all are active and together developing the business. The reasons we choose partnership are because:

- ❖ The ideas and knowledge among the top management can be shared and no ideas will be taken for granted because the capitals are from the contribution of all shareholders and also from bank loan.
- ❖ It also to avoid the dictatorship way of leadership which leading the company.
- ❖ More persons that able to take the responsibility, clearer the objectives and aims can be achieved.
- ❖ Able to less the risks and reduce the liabilities of owner which it is distributes to all the shareholders.
- ❖ As check and balance which able to avoid the mislead and misuse of sources.

1.8 INDUSTRY PROFILE

Our company is under bread industry. Our company agreed to be shareholder members and to build up shareholder business in Our Bakery Cafe that will be enforceable at Mukah.

The main reason of the establishment of Our Bakery Cafe is because of the awareness of our team in the golden opportunity to make profits and success in the bakery and cafe house. In Mukah, this kind of bakery based on cafe house concept is still new and there are no more bakery combined with cafe house.

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MPOR Augustina myaf.