



اُونِيُوَرَسِيْتِي تِيكْنُولُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

ENT 300

(FUNDAMENTAL OF ENTREPRENEURSHIP)

“YUMMY YUMMY CAKES & CAFÉ”

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1.1 SUBMISSION LETTERS

Diploma in Business Studies,
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96400, Mukah Sarawak

March 2015

Miss,

SUBMISSION OF BUSINESS PLAN REPORT

With 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 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 say thank you. Without your guidance, we might not be able to 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 would be much appreciated.

Thank you,

(Mohamad Nazeri Bin Bahjam)

General Manager

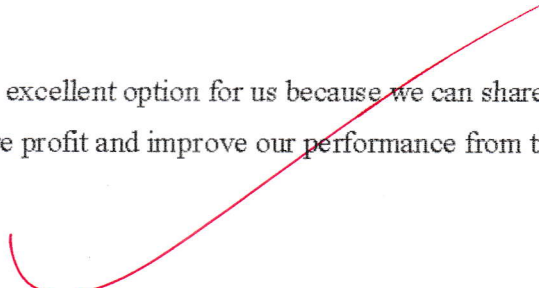
Yummy Yummy Cakes & Cafe

1.3 INTRODUCTION OF BUSINESS PLAN

The purpose of this business plan is as the first step as a module before starting a **business**. This business plan is important for a new company like Yummy-Yummy Cakes and Café because it help us to maintain our business performance in the future. We decided to **form a partnership business** which we can share our interest in cakes and café industry. The **business** is in form of enterprise which consist of five (5) 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 it shows the **equality** and co 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 much profit or loss by the end of the year sales.

Furthermore, the partnership is an excellent option for us because we can share our ideas and knowledge in order to gain more profit and improve our performance from time to time.



1.5 NAME OF THE COMPANY

Our company's name is Yummy Yummy Cakes & Café. Yummy Yummy stands for the deliciousness of our cakes and product. The 'Yummy Yummy' itself obviously means delicious. With just hearing the name 'Yummy Yummy' will make our customer imagine how delicious the tastes of the cakes are. Our company is based on selling cakes, pastries, and beverages. Other than that, we provide a very suitable area for the customer to relax and enjoy our cakes and other products. We have three main products. There are Red Velvet cake, Rainbow cakes, and Pavlova. These are also our company's specialty.

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). Yummy Yummy Cakes & Café owned by 5 partners which are all Bumiputera. The reason why we choose partnership is because we shared the similar interest and hobby. We also have a same dream to open up a business.

All the shareholders which is also the partners have their own responsibilities in Yummy Yummy Cakes & Café. Mr. Nazeri Bin Bahjam is a General Manager after he is appoint by his partners due to the highest share he has in our company. Miss Dayana Bt Mayasin become the Marketing Manager. Meanwhile, Miss Nadira Shafira Bt Tarmizi is our Administration Manager, Miss Umi Insyirah Bt Pakasa is our Operation Manager, and Mr Tindin Ak Unong become our Financial Manager.