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BAHULU IBU

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EXECUTIVE SUMMARY

In this particular report, we are assigned to make a business plan that must be related to the existing physical store in order to know about the flow of how we are managing a business. This business plan consists of four members that hold crucial positions in the particular company, which are the General Manager, Administration Manager, Marketing Manager, Operational Manager, and Financial Manager. This is a food-based business where we make Kuih Bahulu as our profit and the main income for our business. In this business plan, it has a completed flow from the business background to the conclusion of the business plan itself. Starting from the business background, it will explain the reasons and purposes of our business and then it will be followed by the partner's background. After that, the administration plan will explain the mission, vision, and objectives that the business has. The organizational chart and remuneration schedule are also included in this part. From there, it will continue with a marketing plan that will explain more details about this business plan. The operational plan will discuss the physical store and business hours as well as the location of the physical store. Finally, the financial plan will explain the budgets of our business, seeing that it covers the whole financial statement. Hence, everything in detail will be explained in this business plan for a better understanding.

1.4 PURPOSE OF PREPARING BUSINESS PLAN

1.4.1 Know what to concentrate on

A business plan assists entrepreneurs in maintaining focus while operating a company. Organization plans are crucial since they contain crucial information about the firm and the future strategy for the operation of the business. This is due to the fact that the business plan includes information on the company's history and its partnerships, as well as its operational, marketing, financial, and BMC plans. For company owners to pay attention to, especially novice business owners, this information is too much. Consequently, a business plan may assist entrepreneurs in concentrating on key aspects of their company, such as financial statements, marketing plans, and others. As a result, in the business strategy for this firm, we will place greater emphasis on marketing to launch and sell the three key products of this company.

1.4.2 To Entice Investment

A structured and well-written business strategy can help entice investment. Investors are a useful resource since they may offer important financial assistance for future initiatives that need to be undertaken. We have a very tough time getting investors to our firm since they won't invest if we don't have the necessary preparation, justification, and tenacity to convince them to do so. Entrepreneurs are crucial in this because investors appreciate the entrepreneur's reputation in addition to their investment in the firm. As a result, an entrepreneur with a strong reputation will be more successful in luring investors to invest in his company. The Bahulu Ibu corporation uses the business plan to arrange its finances and make business proposals for new initiatives. This demonstrates our company's commitment to advancing its goals in keeping with its vision and purpose. Business plan research indirectly aids in the effective planning of business proposals for future projects and increases investor trust in our organization.

1.4.3 In Order to Find Fresh Possibilities

Finding fresh business opportunities is assisted with a business strategy. This is evident after creating a company strategy; it becomes more objective, which may help leaders indirectly increase the likelihood that they will choose wisely. The prospects in question include brand-new concepts, entrepreneur bravery, and more. Entrepreneurs and others must take full advantage of the opportunity to attend training in order to better themselves and learn how to build a firm in order to progress and comprehend the business world. Moreover, a brand-new opportunity in conducting business is creating jobs. This is due to the fact that one recent attempt at generating fresh ideas is seeking or hiring new staff. In order to avoid wasting time and effort, the search for new personnel must have precise goals and follow the predetermined schedule. In many cases, new hires are motivated and full of ideas to give their all. As a result, hiring new personnel presents a brand new business opportunity.