



اَوْنِبُوْرَسِيْتِي تِي كُونُوْمِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 300

**FUNDAMENTALS OF ENTREPRENEURSHIP
BUSINESS PLAN**

PREPARED BY:

NO.	STUDENT'S NAME	STUDENT'S ID	GROUP
1	NUR AISYAH NAURAH BINTI MOHAMAD FAUZI	2020619992	P2PH1104C2
2	NUR ALYAA SAFWA BINTI MOHD SAMUD	2020469724	P2PH1104C2
3	NUR EBBY FASHIDA BINTI MOHAMAD	202839988	P2PH1104C2
4	NUR AIN NAJIBAH BINTI ZAIDI	2020840152	P2PH1104C1

PREPARED FOR:

LECTURER'S NAME	MADAM SITI NUR FATHINI BINTI MUHSAIN
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TABLE OF CONTENT

NO	CRITERIA	PAGE
	EXECUTIVE SUMMARY	1
1	INTRODUCTION	
	1.1 Introduction to the Business	3
	1.2 Purpose of Business Plan	4
	1.3 Business Background	4
	1.4 Partners Background	5
	1.5 Business Location	10
2	ORGANIZATIONAL PLAN	
	2.1 Introduction to the Organization	13
	2.2 Organizational Chart	14
	2.3 Administration Personnel	14
	2.4 Schedule of Tasks and Responsibilities	15
	2.5 Schedule of Remuneration	16
	2.6 Compensation and benefits	16
	2.7 List of Office Furniture and Fittings	16
	2.8 List of Office Equipment	17
	2.9 Administrative Budget	17
3	MARKETING PLAN	
	3.1 Introduction to Marketing	19
	3.2 Introduction to Product	19
	3.3 Target Market	23
	3.4 Market Size	23
	3.5 Competitors	24
	3.6 Market Share	25
	3.7 Sales Forecast	26
	3.8 Marketing Strategy	27
	3.9 Marketing Budget	31
4	OPERATIONS PLAN	
	4.1 Introduction to Operations	33

EXECUTIVE SUMMARY

Bestieq Desserts business is a partnership-based business with 5 partners. The capital of the business is RM which has been contributed by all partners with RM equally. The menu of the cafe consists of pavlova, brownies, butter cake, and croissants. Thus, the drinks that are available are sparkling berries, mocha mint frappe, and ice lemon tea. By choosing this menu, we consider the one that can attract more customers to our cafe from all generations. Besides, our pavlova is the best menu so far that has a higher rating from our customers. This is because our pavlova has a premium flavor which is, we are using fresh strawberries that we consume from Cameron Highland near our cafe as toppings as well as we add into the croissants too. Most people like to choose pavlova as their best dessert. Next, our cafe named Bestieq Desserts is located at Lot 456, Tanah Rata, 39000, Tanah Rata, Pahang. Bestieq Desserts provides a place that let the customer feel comfortable and relaxed when having desserts. Our place also provides a good environment for students to do their assignments and studies there. For the elderly, we also provide furniture like sofas that are comfortable and suitable for them to sit in when having dessert as we know that they may have back pain that needs a soft chair and so on. As a result, our Bestieq Desserts are the best option for all generations to have dessert in a nice environment and it also will become a place where people can share their opinion and story with their close ones in good vibes.

2.1 INTRODUCTION TO THE ORGANIZATION

2.1.1 Vision

Selling premium quality desserts at low prices in a beautiful and cozy atmosphere.

2.1.2 Mission

Captivate customers with the unique taste of our food and beverages.

2.1.3 Objectives

- Ensure the products produced are premium and quality.
- Selling people's favorite desserts including local and imported desserts.
- Giving joy to the people with the taste of delicious desserts while enjoying the beauty and comfort of the cafe.

2.1.4 Business Logo and Description



- The cake diagram shows we sell light and sweet food as dessert to customers.
- Our store name, which is Bestieq Dessert, is on the logo so that people know the name of our store.
- Selected black and white colors and simple design show simplicity, serenity, luxury, and aesthetics similar to the theme of our store.

2.4 SCHEDULE OF TASKS AND RESPONSIBILITIES

POSITION	TASKS AND RESPONSIBILITIES
General Manager	<ul style="list-style-type: none"> • To plan, implement and control the overall management of the business • To plan and monitor the strategic progress of the business • Train, motivate and guide teams with dedication. • Solve problems and always be rational in all types of situations.
Administration Manager	<ul style="list-style-type: none"> • Manage the recruitment process. • Evaluate employee performance to ensure efficiency in performing tasks. • Plan and develop all solutions to facilitate the administrative process system. • Take responsibility and allocate workspace.
Marketing Manager	<ul style="list-style-type: none"> • To create quality plans, analysis of customer views, consumer trends, market analysis, and marketing best practices. • Run and develop marketing campaigns, and inspire teams.
Operation Manager	<ul style="list-style-type: none"> • High and important positions in management • An important position and many responsibilities for successful business management • Create business strategies, ways to improve business, and ensure everyone adheres to their respective work rules and responsibilities
Financial Manager	<ul style="list-style-type: none"> • Prepare all financial and budget reports required and to be used • Planning, and analyzing the office's financial budget for the future of the business • Ensure all finances are correct and lawful, in accordance with established law
Administration Clerk	<ul style="list-style-type: none"> • Answer customer calls or any customer questions regarding store information • Welcome customers who come warmly