



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

UiTM CAMPUS MUKAH 2

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN BANKING STUDIES (BM1195M1)

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

“TAISHTY CUPCAKE AND BAR”

PREPARED BY :

NO	GROUP MEMBERS	STUDENT ID
1	AFIF SYFIEE BIN ALFIAN	2014334539
2	ASSYLVESTER ANAK ASSAN	2014581487
3	DAYANG NORKHATIJAH BINTI ABANG NORJALI	2014367339
4	NOR HASSIKIN BINTI YACOB	2014329157
5	SYAMIMI BINTI SAIRI	2014758173

PREPARED FOR :

MADAM SITI FARAH BINTI LAJIM

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INTRODUCTION OF BUSINESS PLAN

The business plan of Cupcakes and Beverages is proposed as that it can be taken by comprehensive manner. This business plan gives us the opportunity to assess on the business industry in the future. We decided to form a partnership business which can spend our interest in cupcake industry. The business is in form of enterprise which consists of five shareholders.

All the 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 because it shows the equality and **no** one will discriminated as the loss and profit are equally divided as stated ration and the financial manager will announce whether the business will gain how much profit or loss by the end of the year sales.

Furthermore, the partnership is an excellent option for us to take part in because the shareholders will always sharing the ideas and knowledge in order to gain profit and achieve high productive from time to time.

EXECUTIVE SUMMARY

Our company name is Cupcake and Beverages. The type of our business is partnership which consists of five members. Each member contributes certain amount of capital as agreed in agreement. Our business activity is providing cupcakes and beverages. Our concept is suitable for all community that love to eat cupcakes. All of us participate in order to achieve the business management.

We had decided our General Manager is Assylvester anak Assan based on the decision among all partners and selected on his experiences, skills and ability to lead among the partners. Functions of General Manager is responsible in planning, leading, organizing and controlling the business.

Our Marketing Manager is Afif Syfice bin Alfian which is responsible to create the marketing plan, identifying the customer's need and demand, identifying the competitors, target market size and forecast the future market.

Our business had two Operation Managers. There are Dayang Norkhatijah binti Abang Norjali and Syamimi binti Sairi. Both of them responsible to the entire job that related to the operation and will be supervise and coordinate the operation of the business. They also responsible for the job that related to the administration such as planning and arranging the remuneration schedule of the salary and wages.

Lastly, our Financial Manager is Nor Hassikin binti Yacob which responsible to handle the financial matters such as preparing the budget and financial statement for expenses of each departments and controlling the flow of the money of the business.

BUSINESS BACKGROUND

Background	
Name of the Business/Company:	" TAISHTY CUPCAKE AND BAR "
Address:	SUB LOT 11, BLOK NO 68, 96400 MUKAH, SARAWAK
Telephone:	017-802 4109
Fax Number:	084-181787
E-mail:	taishtycupcakeandbar@gmail.com
Forms of Business:	PARTNERSHIP
Main Activities:	Selling Cupcake And Beverages
Date and Number of Business Registration:	5 SEPTEMBER 2017
Date of Commencement:	5 OCTOBER 2017