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**UNIVERSITI TEKNIKAL MALAYSIA MELAKA**

**FACULTY OF MECHANICAL AND MANUFACTURING TECHNOLOGY (FTKMP)**

**SUBJECT: BTMW 41022 TECHNOLOGY ENTREPRENEURSHIP**

**TITLE: BUSINESS PLAN**

**COMPANY NAME: SND KEK LAPIS**



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# **1.0 EXECUTIVE SUMMARY**

## **1.1 Overview**

Sarawak layer cake, also known as kek lapis Sarawak (Malay for "Sarawak layer cake") or kek lapis modern Sarawak, is a tiered cake from the Malaysian state of Sarawak. In the Malaysian state of Sarawak, this cake may be found practically anywhere. Kek Lapis Sarawak is typically served on special occasions. During any festival day in Malaysia, people embrace an open house tradition, and modern stacked cakes can be found practically everywhere in Sarawak. At least two colors are present in every Kek Lapis Sarawak, with various flavors artfully interwoven. Cakes can be classified into two types which are those with regular layers and those with patterns. There are complicated and simple patterns and in this business we produce all kinds of patterns and with a variety of flavors such as Rainbow, Tapak Kuda, Oreo and many more.

## **1.2 Problem**

The main issue is the butter problem that always runs out because nowadays, it is common that most of the sellers sell fatty sweet food and desserts such as brownies, moist cake, Batik Cake and more. Thus, most of the butter is sold out in a short time. In addition, it has an expired date that can make the butter wasted due to fungus growth. Secondly, customer issues are also one of the problems which present many customers with 'joy'. 'Joy' customers are always cheating in the purchasing system and now it is too much at once. It harms and adversely affects the sellers in our country, especially those who trade online. They purchased the products or food but they did not pay the amount of money and just ran away. Third problem that our company face is many competitor that sold as similar as our product.

### **1.3 Solution**

If the problem arises or occurs that means we need the solution to solve the issue but what is the method and strategies that our company uses for the obstacles and difficulties that we face? For the first issue, a lot of butter was thrown away because of fungus that grows on it even though it is still not expired yet. Thus, it must be kept in the fridge to avoid fungus and can make the butter last longer than we do not have to buy butter many times at once we can prevent money waste.

With awareness of the trend in stall or any seller, we operate in our social media and the customers can place orders online. We collect the details of the customer information then we take orders by whatsapp or any other social media like instagram. After that they must pay first then we drop the Layer Cake at the doorstep. We did not accept cash to avoid the joy.

Last but not least, many stalls or sellers that sell the same Sarawak Layer Cake as our company and that is why we construct new ideas and brainstorming for different menus and recipes that consist of many types of pattern and taste such as has a unique taste and is not common in Malaysia so we provide a sweet and modern flavor like Evergreen type. This is also part of marketing and it was bestsellers and most popular like mixing Cheesekut Strawberry and Pandan Cheese.

### **1.4 Team Capacity**

Despite the fact that we are currently staying in different places such as UTeM's dormitory and rented house, we are still able to run our business and advertise while selling our products using social media platforms such as Instagram and Whatsapp. We may still distribute this product using our workforce members, which has transport including motorcycles and cars for local delivery at doorstep. In order to assure the customers that our product is real and trustworthy, we offer a variety of real-time photographs and past customer reviews on our Instagram account with creativity. It is necessary to keep customers pleased and satisfied by providing the greatest quality of product and examining it thoroughly before selling it. Besides, we ensure that our

customers have the greatest possible buying experience with us, our Instagram customer service is courteous, quick to respond, and patient with any obstacles or issues. Thanks to our members and people, we get to face all the difficulties and have fun together throughout the business.

### **1.5       Expectation**

The target plan for our company is to broaden our reach across the country in order to attract new or repeat purchases to our website. Our expectation and goal is to target the entire country as a consumer because a high percentage of Malaysians use Instagram and the advertisement may easily reach them, resulting in a large number of visits for our company. This will help us build our company's reputation while also increasing our chances of making a lot of money in future SND & Co Sarawak Layer Cake sales.

## **2.0 Purpose of Business Plan**

- To develop new menus and recipes by focusing on technological, economic, and financial feasibility.
- To characterize the product so that it can be recognized around the world.
- To identify new strategies that are suitable with the product.

## **2.1 Guideline / Strategy**

The creative and idealist strategies will make the marketing going smoothly at once easy to make a profit. To achieve the company's vision, objective, and goal, a few strategies must be established. Economic, technological, and product service plans are all addressed, as well as advertising methods. To get the desired objectives, all of the techniques should be meticulously arranged and be prepared. The company's objective A company's milestones should be documented in order to understand how the company is progressing.

Raising product quality to the highest level feasible is the key to success in generating market demand. The company concentrates more on enhancing the product's functionality and quality to fulfill consumer needs and the requirements, so that the company and the brand can be trusted, and customers will undoubtedly spread the word about the product's values to others based on their own experiences. Customers will not hesitate to pay more for a high-quality product, even if it is costly but we still decide to maintain the actual cost.

## 2.2 Road Map

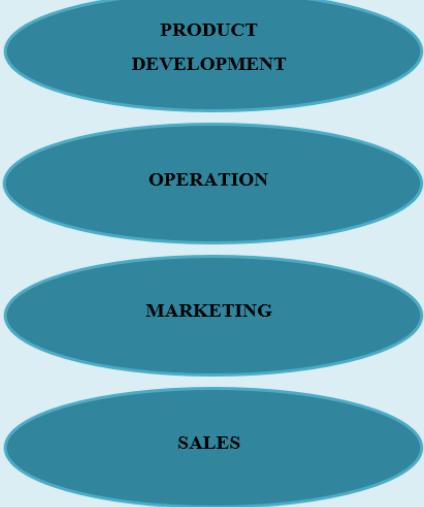
	MONTH 1	MONTH 2
 <p>PRODUCT DEVELOPMENT</p> <p>OPERATION</p> <p>MARKETING</p> <p>SALES</p>	<p>CUSTOMER FEEDBACK / INTERVIEWS</p> <p>EXPAND DEVELOPMENT TEAM</p> <p>DEVELOP SOCIAL MEDIA PLATFORM</p> <p>INCREASE AVERAGE DEAL SIZE/SALES FORCES MIGRATION</p>	<p>WORKING PLAN/ASSEMBLE RESOURCE</p> <p>INCREASE TECHNICAL STAFF/MANPOWER</p> <p>DEVELOP SOCIAL MEDIA PLATFORM</p> <p>INCREASE PRODUCT CAPACITY</p>

Figure 1: Map flow within two months

## 2.3 Sales Tool

Sales tools are digital tools that salespeople use to make their jobs easier. Customer relationship management (CRM), sales intelligence and prospecting, sales acceleration, and data connectors and integrations are just a few of the technologies that fall under the umbrella phrase ‘sales tool’. Sales tools assist salespeople in determining which prospects are most likely to succeed with the product or service, when to contact them, and what topics they should discuss with them. They save time on administrative chores that are difficult and time-consuming, allowing them to focus on what matters most, which is giving value to people and organizations. There are many sales tools and it depends to the owner business to prefer which one like our company is stated as below:

### Auto reply message with Whatsapp business

Malaysians enjoy WhatsApp, with 68 percent of the country's population using it. What better method to communicate with and engage with our consumers than through WhatsApp Business? It is built on top of WhatsApp Messenger and allows us to create a company profile. WhatsApp Company looks and functions similarly to WhatsApp Messenger, with the exception that it is designed for small business owners to effortlessly interact with customers. It allows us to create a business profile that includes information such as our company's address, email, and website. It provides information on the number of messages that have been successfully sent, delivered, and viewed. It also includes messaging features to help us automate, organize, and respond to messages fast. Instead of reaching out to new people, we use this to strengthen existing customers.

### **Instagram as business platform**

It's no surprise that more and more businesses are using Instagram on a daily basis, given that, as of January 2019, 49 percent of Malaysia's population was active on the platform. Instagram is an ideal spot for graphically displaying the business and items. Get an Instagram Business profile to take advantage of the following capabilities that a personal Instagram profile lacks such as people can connect with company brands immediately from the profile if they include address, email address, and phone number. Examples of business's category is shopping, retail, product/service.

### **3.0 Company Background**

#### **3.1 Company Logo**



Figure 1: Company logo

#### **3.2 Company's Profile Instagram Link : <https://www.instagram.com/collection.sndco/>**

<b>Company's Name</b>	: SND & Co
<b>Company's Address</b>	: No 31, Jalan TU27, Taman Tasik Utama, 75450 Ayer Keroh
<b>Company's instagram</b>	: <a href="https://www.instagram.com/collection.sndco/">https://www.instagram.com/collection.sndco/</a>
<b>Company's Phone No.</b>	: 0189868643

<b>Type of Ownership</b>	: Partnership
<b>Main Activity</b>	: Sales Sarawak Layer Cake
<b>Date of Business Commencement</b>	: 01/04/2022
<b>Operational Date</b>	: 01/04/2022
<b>Bank Issue</b>	: Maybank Sdn Bhd
<b>No. Company's Bank Account</b>	: 161016135374

### 3.3 Vision & Mission

#### Vision

Our vision is to ensure that all of our *kek lapis* arrive to our customers in the best possible condition. To generate the most value, we deliver directly to customers to enrich a healthy, wholesome, nourishing, and flourishing lifestyle that is absolutely affordable to all so that SND & CO is recognized in Malaysia.

#### Mission

Our mission is to become known as a leading unique brand of fresh, homemade, high-quality *kek lapis*. Customers can get a healthier, more refreshing, filling, and totally satisfying meal at the most reasonable, affordable price.

### **3.4 Value Proposition**

We can also create a lot of cakes at once because they aren't too big and can be made in under 15 minutes each. We also customize our services to the needs of our customers by using premium and healthy ingredients. In addition, the package is secure and safe. We provide nice and clean packaging that allows clients to take their cake with them wherever they go, at any time, without worrying about the wrapping being broken or damaged because the packaging has been sealed by staple. This Layer Cake has a due date as well, but with a long due date, allowing buyers to consume it within two weeks of purchase. It will last longer if the client keeps it in the refrigerator. We will make sure the cake arrives safely until it reaches the customer home. With other dropships, they assist customers who live outside of Melaka in purchasing Sarawak Layer Cake. Due to the unique design of this cake, many customers repeat the purchase by trying new recipes and various flavors.

### **3.5 Rational Prospection**

#### **3.5.1 Company Location**

Our head company is in Taman Tasik Utama, Ayer Keroh which is near the Engineering Technology Faculty in Ayer Keroh and about 15 minutes to the main campus of the University of Technical Malaysia Melaka. No 31, Jalan TU27, Taman Tasik Utama, 75450 Ayer Keroh, Melaka is where SND & CO is located. This location is perfect for our business because it helps us accomplish our demands and objectives. Because it benefits both clients and the firm, our company is placed in a strategic position. The majority of our targeted consumers are UteM students because we provide free delivery and most of the students rent houses in this area, Jalan Mudzaffar and Durian Tunggal. Because our company is close by and offers cheap pricing, they find it straightforward to purchase our products. Customers from the UteM main campus can easily buy our products as well. Our company benefits from this location since it makes it easier for our employees to deliver products to customers. Figure 1 depicts our company's location and complete address.

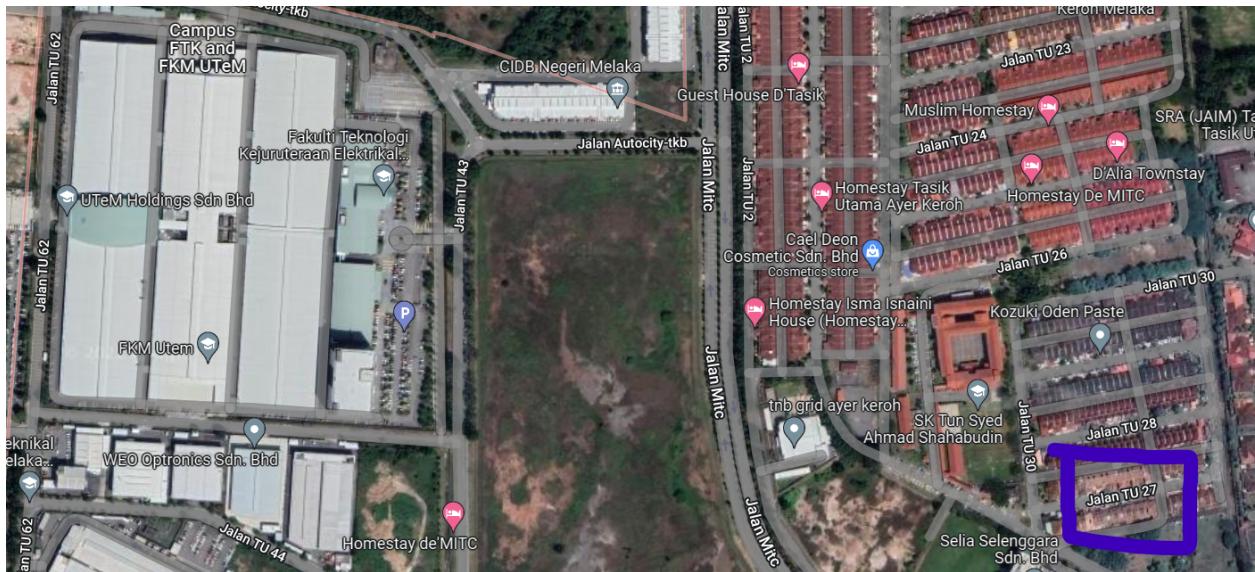


Figure 2: Location of main company

### 3.5.2 Facilities

Sarawak Layer Cake SND & CO offers its customers the most vital services, such as a strategic company location and flexible business hours, in order to improve sales, minimize operating expenses, and make more profit. The address and hours of operation for our company are shown as below.

### Business Location

Our business does not have a physical location. Most of our products are delivered through doorstep, cash on delivery, self-collection, or standard post. This gives our customer a lot of flexibility. We use postage outside of the Melaka area, and our delivery area is mostly limited to the UteM main campus, Ayer Keroh, Durian Tunggal, and Jalan Mudzaffar areas.

### Business Hour

For SND & CO business hours, we open orders every day and 24 hours per day. After customers orders, our members will prepare to deliver the cake at least by a day after the order was taken.

### Business Ingredient

Table 1 shows the lists of ingredients and items that we used for Sarawak Layer Cake.

Table 1: Ingredients and items for making products

CAKE TYPE	INGREDIENT
KEK LAPIS BUAH	Egg, salt, fine sugar, unsalted butter, condensed milk, cake flour, prune.
KEK LAPIS EVERGREEN	Egg, salt, fine sugar, unsalted butter, condensed milk, cake flour, horlicks powder, pandan paste, ovalette, srikaya.
KEK LAPIS CHIPSMORE	Egg, salt, fine sugar, unsalted butter, condensed milk, cake flour, cocoa powder, chipsmore biscuit.
KEK LAPIS CHEESE	Egg, salt, fine sugar, unsalted butter, condensed milk, cake flour, ovalette, cream cheese, srikaya.
KEK LAPIS WATERMELON	Egg, salt, fine sugar, unsalted butter, condensed milk, cake flour, ovalette, srikaya, food coloring.
KEK LAPIS MASAM MANIS	Egg, salt, fine sugar, unsalted butter, condensed milk, cake flour, ovalette, srikaya, vanilla essence.
KEK LAPIS CHEESEKUT STRAWBERRY	Egg, salt, fine sugar, unsalted butter, condensed milk, cake flour, cream cheese, strawberry food coloring.
KEK LAPIS BLUEBERRY OREO	Egg, salt, fine sugar, unsalted butter, condensed milk, cake flour, blueberry, oreo biscuit, ovalette.
KEK LAPIS OREO	Egg, salt, fine sugar, unsalted butter, condensed milk, cake flour, oreo biscuit, ovalette.
KEK LAPIS RAINBOW	Egg, salt, fine sugar, unsalted butter, condensed milk, cake flour, food coloring.
KEK LAPIS STRAWBERRY CAKE	Egg, salt, fine sugar, unsalted butter, condensed milk, cake flour, strawberry food coloring.
KEK LAPIS TAPAK KUDA	Egg, salt, fine sugar, unsalted butter,

	condensed milk, cake flour, nutella, ovalette, vanilla essence.
KEK LAPIS 4 RASA	Egg, salt, fine sugar, unsalted butter, condensed milk, cake flour, horlicks powder, srikaya, ovalette, vanilla essence, pandan paste, cocoa powder, browning sugar.v
KEK LAPIS PANDAN CHEESE	Egg, salt, fine sugar, unsalted butter, condensed milk, cake flour, pandan paste, cream cheese, horlicks powder.
KEK LAPIS PELANGI SENJA	Egg, salt, fine sugar, unsalted butter, condensed milk, cake flour, vanilla essence, chocolate chip, food coloring.
KEK LAPIS CADBURY	Egg, salt, fine sugar, unsalted butter, condensed milk, cake flour, cadbury, vanilla essence, ovalette.
KEK LAPIS OREO CHEESE	Egg, salt, fine sugar, unsalted butter, condensed milk, cake flour, cream cheese, oreo biscuit, cheddar cheese, ovalette.
KEK LAPIS PEPPERMINT CHEESE	Egg, salt, fine sugar, unsalted butter, condensed milk, cake flour, ovalette, cream cheese, peppermint food coloring, chocolate chip.

### **3.6 Owners/Worker's Profile & Qualifications**

#### **CHIEF EXECUTIVE OFFICE (CEO)**

<b>Name</b>	DAYANG MA'ASITAH BINTI ABANG ABDUL RAZAK
<b>Age &amp; Gender, Marital Status</b>	25, FEMALE, Married
<b>Email address</b>	dayang.masitah.dmr@gmail.com
<b>Contact number &amp; Address</b>	018 986 8643, Kuching Sarawak
<b>Education background</b>	Bachelor of Mechanical Manufacturing Engineering Technology with Honor
<b>Skills</b>	i. Problem solving skills ii. Management skills
<b>Experiences</b>	i. Business Owner

## **ACCOUNTING MANAGER**

<b>Name</b>	MUHAMMAD NAZRUL HAKIMI BIN SAHAR
<b>Age,Gender,Marital Status</b>	24, Male, Single
<b>Email address</b>	Kimisahar98@gmail.com
<b>Contact number &amp; Address</b>	+60132672478, UTeM Durian Tunggal
<b>Education background</b>	Bachelor of Mechanical Manufacturing Engineering Technology with Honor
<b>Skills</b>	i. Cash flow ii. Auditing
<b>Experiences</b>	i. Promoter

## **SALES MANAGER**

<b>Name</b>	VIISVAN A\L MANIKAM
<b>Age, Gender, Marital Status</b>	26, MALE, Single
<b>Email address</b>	viisvan.manikam@gmail.com
<b>Contact number &amp; Address</b>	0146170968, UTeM Durian Tunggal
<b>Education background</b>	Bachelor of Mechanical Manufacturing Engineering Technology with Honor
<b>Skills</b>	i. Creative idea presenting skill ii. Good communication skills
<b>Experiences</b>	i. business development executive

## BUSINESS DEVELOPMENT MANAGER

<b>Name</b>	NATRA FATHIRA BINTI NOR YATIM
<b>Age, Gender, Marital Status</b>	25, Female, Single
<b>Email address</b>	natrafathira97@gmail.com
<b>Contact number &amp; Address</b>	018-9662834, Shah Alam, Selangor
<b>Education background</b>	Bachelor of Mechanical Manufacturing Engineering Technology with Honor
<b>Skills</b>	<ul style="list-style-type: none"><li>i. Able to represent idea</li><li>ii. Have software engineer skill</li></ul>
<b>Experiences</b>	<ul style="list-style-type: none"><li>i. Illustrator / content creator</li><li>ii. Designer</li></ul>

## ACCOUNTANT

<b>Name</b>	BATRISYIA NUR SAADAH BINTI MD SHARIN
<b>Age, Gender, Marital Status</b>	22, Female, Single
<b>Email address</b>	batnur00@gmail.com
<b>Contact number &amp; Address</b>	011 2150 9204, UTeM Durian Tunggal
<b>Education background</b>	Bachelor of Mechanical Manufacturing Engineering Technology with Honor
<b>Skills</b>	<ul style="list-style-type: none"><li>i. Good in handling cash</li><li>ii. Good communication skills</li></ul>
<b>Experiences</b>	<ul style="list-style-type: none"><li>i. Marketing</li></ul>

## SALES ASSOCIATE

<b>Name</b>	ASYRAF ARUSYDI BIN AFFENDY
<b>Age, Gender, Marital Status</b>	25, Male, Single
<b>Email address</b>	asyrafarusydi97@gmail.com
<b>Contact number &amp; Address</b>	019 8063 717, Ayer Keroh, Melaka
<b>Education background</b>	Bachelor of Mechanical Manufacturing Engineering Technology with Honor
<b>Skills</b>	i. Good communication skills ii. Able to work in team and independently
<b>Experiences</b>	i. Technician ii. Food rider

## **4.0 MARKETING PLAN**

### **4.1 Good and Services**

SND Kek Lapis is originally from Sarawak, and it is an all time favorite dessert that everyone is fond of. Kek Lapis have an unique design and taste, this is because it is covered with multiple layers of attractive appearance and not to forget to make it look tempting as well. Kek Lapis is not only for formal occasions like Hari Raya, Gawai and many more. Hence, having Kek Lapis for hi-tea with hot earl gray tea is super recommended. SND Kek Lapis offers a very quality Kek Lapis that comes at an affordable price.



Figure : Sample of Goods

PRODUCT	PRICE
Kek Lapis	RM15.00

## **4.2 Target Market**

SND's target audience for this Kek Lapis have been identified as people who love dessert and anyone who loves throwing a party. Kek Lapis is suitable for any occasion especially for Hari Raya, birthday party, wedding and many more. Those who love to have a unique dessert on the table during their events, Kek Lapis Sarawak is the solution for your answer. The target audience will be individuals from the age of 15 to 60 years old. Everybody cannot resist the temptingness of this Kek Lapis Sarawak, even toddlers love it. This Kek Lapis is safe to consume with any range of age except for babies under 12 months. To attract the buyer to purchase the goods, we come up with a transparent package which can make the eyes of the customers see the layers that can see the Kek Lapis.

## **4.3 Market Size**

SND Kek Lapis will be available to purchase through our instagram [@collection.sndco](https://www.instagram.com/@collection.sndco) , WhatsApp message or direct phone call to our business number. We are open 24/7 even during the public holidays. We have a few agents in certain districts to ease the delivery process.

<b>PRODUCT</b>	<b>LOCATION</b>	<b>MARKET SAIZ FOR ONE MONTH PERIOD (RM)</b>	<b>MARKET SAIZ FOR 5 MONTHS PERIOD (RM)</b>
Kek Lapis	Ayer Keroh, Melaka	RM15.00 x 100 = RM 1 500	RM1 500 x5 = RM 15000
	Shah Alam, Selangor	RM15.00 x 100 = RM 1 500	RM1 500 x5 = RM 15000
	Kuching, Sarawak	RM15.00 x 100 = RM 1 500	RM1 500 x5 = RM 15000

Our market size is referring to our previous sales performance. We make sure to have few ready stocks at place that have the potential of repeating order even if it is out of Melaka. This to ensure our sustainability of business and to expand our business. Most significantly, the location will be a strategic location for people to arrange their holiday from the hectic life.

#### **4.4 Company Market Segment**

<b>GEOGRAPHIC</b>	State : Melaka Region : Ayer Keroh Population: Melaka citizen <ul style="list-style-type: none"> <li>- We choose Ayer Keroh as our business location because it is strategic and full of our marketing target. Aim for students to be our dropship.</li> </ul>
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<b>DEMOGRAPHIC</b>	<p>Age: 13 years old and above.</p> <ul style="list-style-type: none"> <li>Target do not have a specific age since everyone likes to have dessert to be kept at their home. Since Melaka is a tourist state, Kek Lapis is the most suitable to be based here.</li> </ul>
<b>PSYCHOGRAPHIC</b>	<p>Lifestyle: Modern and Classic.</p> <ul style="list-style-type: none"> <li>Kek Lapis will grow at Melaka since it is originally from Sarawak and will attract customers to purchase since it does not common in their places.</li> </ul>
<b>BEHAVIORAL</b>	<ul style="list-style-type: none"> <li>This segment is a unique relationship from our customer, it is a personal conversation between the buyer and the seller, we as a seller will always make sure that our customer desire is fulfilled.</li> </ul>

#### 4.5 Competitors

Well known dessert café is the first choice for Malaysian citizens no matter how old they are. Dessert is usually served at the end of the meals, but nowadays dessert café are everywhere. For example, MyKori, DipnDip and Big Apple below are attached figures of our competitors. In addition, these companies offer a happy hour to attract the buyer to purchase their goods. SND Kek Lapis only offers occasional events, like Hari Raya and big events to attract buyers to buy in bulk sizes. In our company, we offered cash on

delivery with no hidden or extra charges on customers. We are open everyday and free to deliver it everyday.



Figure : Competitor Cafe



Figure : Competitor Cafe



Figure : Competitor Cafe

#### 4.6 Market Share

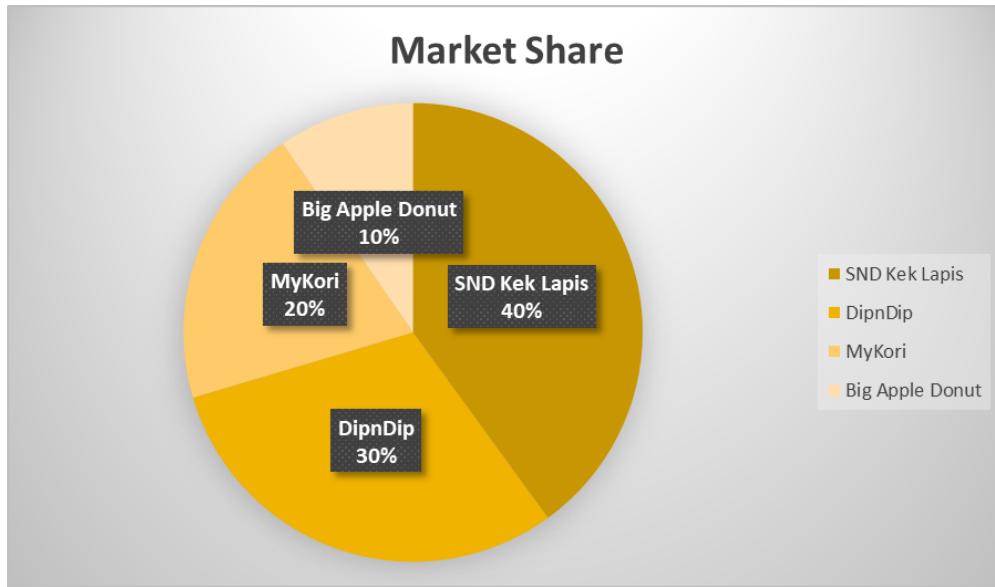


Figure : Market Share

Google forms have been distributed. Respondents are around 100 individuals who are participating in answering our google forms. We have distributed our questionnaire using google form. Our respondents are from UTeM, Ayer Keroh, Shah Alam and Kuching. From the pie chart we can see the difference between our product and other competitors.

- ❖ MyKori is the closest competitor we have in term of presentation of the dessert, The only reason up above them is, we can custom-made as what our customer.
- ❖ DipNDip, is one of our competitors since it is a dessert cafe where 90% of chocolate. Who does not love chocolate right? But, we are able to beat DipNDip in terms of prices. We offered many types of Chocolate Kek Lapis and still maintained our price at RM 15.00 per loaf even though the price of chocolate is demanding nowadays.
- ❖ Big Apple is the one that has many varieties of choice compared to other competitors. Even so, they only have shops in shopping malls which are not easy access for everyone. Not everyone is free to walk-in and buy the goods. That is why we offered cash on delivery (COD) without any extra charges.

## 4.7 Marketing Mix



## 4.8 Sales Forecasting

	1 <sup>st</sup> month	2 <sup>nd</sup> month	3 <sup>rd</sup> month	4 <sup>th</sup> month	5 <sup>th</sup> month	Total
<b>NUMBER OF UNIT SOLD (0.2kg Per Pack)</b>	1000	1000	1500	1500	2000	7000
<b>PRICE PER UNIT (RM)</b>	15.00	15.00	15.00	15.00	15.00	
<b>TOTAL SALES (RM)</b>	15,000	15,000	22,500	22,500	30,000	105,000

- ❖ With this forecast table, SND Kek Lapis will need more agents and dropships to expand more due to demand for the Kek Lapis.
- ❖ We expect to open a retail shop in every state and sustain our business.

## 5.0 OPERATION PLAN

### 5.1 Based Description

Our goal is to please our clients with our services and quality, thus we design our operations to provide good quality that fulfills their needs. The suggested operational strategy for SND Kek Lapis will be described in the following paragraphs. The explanation goes into greater information about the operation's equipment, materials, and capacity planning. SND Kek Lapis process workflow was also included, as well as a layout concept for workplace organization. Our product is freshly baked from our wet kitchen.

### 5.2 Equipment

NO	ITEM	PRICE (RM)	UNIT	TOTAL ( RM )	NOTES
1	 Conventional Oven	1000.00	1	1000.00	<ul style="list-style-type: none"><li>• Have a grill functioning heating on the upper and lower of the oven.</li><li>• Kek Lapis is baking layer by layer</li></ul>
2	 Heavy Duty Mixer	1500.00	1	1500.00	<ul style="list-style-type: none"><li>• Has more power to mix the kek lapis mixture efficiently and fast.</li></ul>
3	 11" Steamer	150.00	1	150.00	<ul style="list-style-type: none"><li>• Need to fit a 8 inch of cake mould aluminium</li></ul>

4	 Polisher Smoother	30.00	10	300.00	<ul style="list-style-type: none"> <li>To polish the layer of Kek Lapis to become smoother</li> </ul>
5	 Cake Mould	15.00	10	150.00	<ul style="list-style-type: none"> <li>To place a Kek Lapis mixture before going into oven</li> </ul>
4	 Sealer machine	35.00	5	175.00	<ul style="list-style-type: none"> <li>Use to seal plastic</li> <li>Cheap and efficient packaging</li> </ul>
5		10.00	5	50.00	<ul style="list-style-type: none"> <li>Use to get the accurate weight</li> </ul>

### **5.3 Manufacturing Process/ Inventory Planning**

#### **5.3.1 Material Planning ( monthly )**

<b>Material</b>	<b>Quantity (per unit)</b>	<b>Price per unit (RM)</b>	<b>Total Quantity</b>	<b>Total Purchase (RM)</b>
Flour	1kg	2.50	50kg	50.00
Butter Cup	0.25kg	3.00	20kg	30.00
Eggs	0.20kg	0.70	100kg	700.00
Sugar	1kg	2.50	50kg	125.00
Sweetened Condensed Milk	1.5kg	2.50	75kg	125.00
Colouring and essence	0.5kg	3.50	20kg	87.50
Kek Lapis's spices	0.5kg	2.50	10kg	50.00

### **5.3.2 Manpower Planning**

Manpower planning is the practise of estimating the optimal number of personnel needed to fulfil a project, job, or aim on time. When planning manpower, evaluate the number of workers, various sorts of abilities, time period, demand and supply trends, and organisational strategy.

**Daily production rate:**

$$\frac{\text{Average sales forecast}}{\text{working days per month}}$$

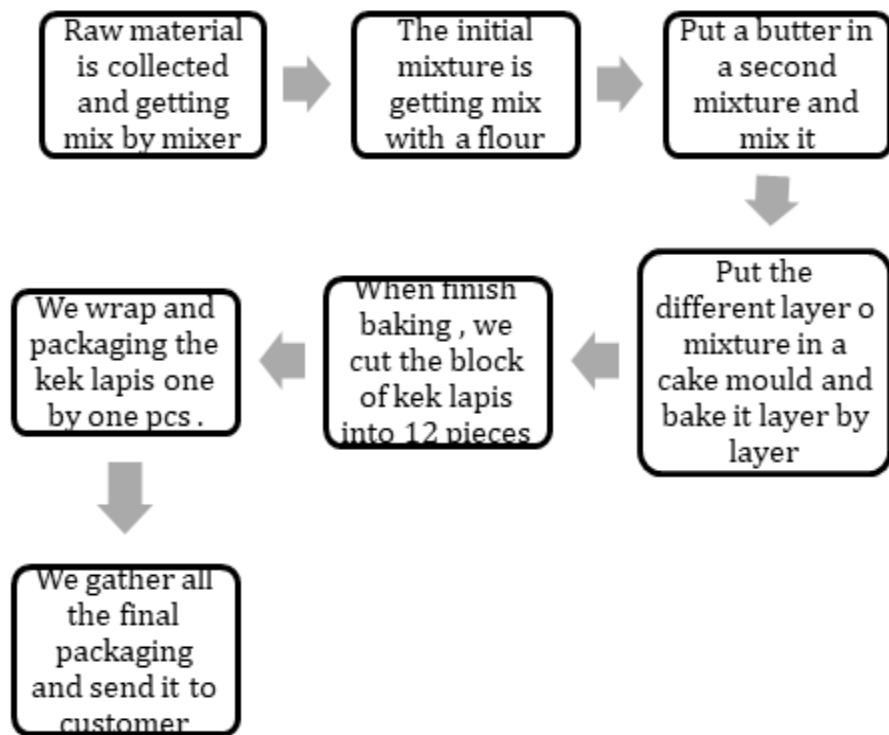
Average sales forecast = 2500 units

Average working days per month = 30 days

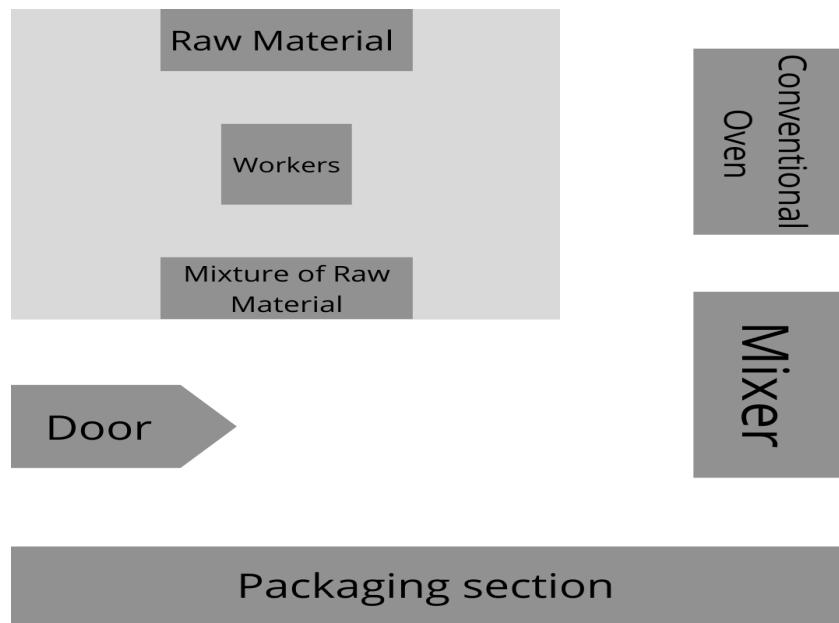
$$\frac{2500 \text{ units}}{30 \text{ days}} = 83 \text{ units}$$

Based on the production rate, 83 units is need to produce for one days. So, **10 workers** are need to hire. Average 1 workers need to produce 8.3 units of Kek Lapis per day .

### 5.3.3 Process flow



### 5.3.4 Layout plan



## 6.0 ORGANIZATION'S ASPECT

### 6.1 Organization Structure



Figure : Organizational chart

### 6.2 List of Workers

NO.	POSITION	NO.	MONTHLY (RM)	SALARY	EPF (RM)	(13%)	TOTAL (RM)
1	CEO	1	2800	2800	354	354	2446
2	ACCOUNTING MANAGER	1	2600	2600	338	338	2262
3	ACCOUNTANT	1	2400	2400	312	312	2088
4	ADMINISTRATION	1	2500	2500	325	325	2175
5	SALES MANAGER	1	2600	2600	338	338	2262
6	SALES ASSOCIATE	1	2400	2400	312	312	2088
TOTAL		6	15300	15300	1979	1979	13321

### 6.3 Job Scope

<b>POSITION</b>	<b>RESPONSIBILITY</b>
CEO	CEO is in charge of a company's overall operations. Delegating and directing agendas, driving profitability, managing company organizational structure, strategy, and communicating with the board of directors are all examples of this.
ACCOUNTING MANAGER	Oversees the development of financial forecasts, business activity reports, and annual budgets. Ensures that the reported results comply with generally accepted accounting principles or financial reporting standards by monitoring and controlling the production of periodic financial reports.
ACCOUNTANT	Important financial reports must be prepared and kept up to date. Preparing tax returns and ensuring that taxes are paid on time and correctly. Evaluating financial operations in order to recommend best practices, identify issues and develop solutions, and assist organizations in running more efficiently.
BUSINESS DEVELOPMENT MANAGER	Responsible for helping the smooth running of the business by ensuring filing and documentation is keep up to date.
SALES MANAGER	Guiding sales teams to achieve sales goals Sales managers are primarily responsible for hiring and training team members, as well as setting quotas, evaluating and adjusting performance, and developing sales processes.
SALES ASSOCIATE	Responsible for providing the highest level of service to each and every customer. Customers will work closely with them to determine their needs and to answer any questions they may have about the products and services their company provides.

## **7.0 FINANCIAL PLAN (GUNA SLIDE TEMPLATE)**

### **7.1 Project Implementation Cost**

Assets	RM 45700
Working capital for one week (salary and raw material)	Salary + raw material = (RM 637.50 x 6 days) + (RM 200 x 6 days) = RM 5025
Miscellaneous cost:	
Registration cost:	RM 100
Banner and pamphlet (one-time)	RM 0
<b>Total</b>	<b>RM 50825</b>

#### **7.1.1 Fixed Assets / Set-Up Cost/ Pre Operating Cost / Initial Cost (1<sup>st</sup> monthly)**

NO	ITEM	PRICE (RM)	FINANCIAL TYPE
1	Computer (6 units)	20000	Loan financing
2	Oven (3 units)	12000	Loan financing
3	Baking utensils	1280	Personal finance
4	Cake mixer (9 units)	12420	Loan financing
Total			RM 45700

Total 1<sup>st</sup> month cost : RM 45700

Assets/ Initial cost : RM 45700

Bank Loan : RM 44420

### **7.1.2 Working Capital**

<b><u>Type of expenditure</u></b>	<b><u>RM</u></b>	<b><u>RM</u></b>
Marketing expense	100	100
Current assets	45700	45700
Inventories of raw materials	800	800
Finished goods	15000	15000
Total		61600

### **7.1.3 Project Implementation Cost**

1	Fixed Assets and Initial Cost	RM 45700
2	Working Capital	RM 61600
	<b>Total</b>	<b>RM 107300</b>
3	Unexpected Expenditure/ Contingency (%)	-
	<b>Grand Total</b>	<b>RM 107300</b>

### **7.2 CAPITAL (MODAL PERNIAGAAN)**

Own money	RM 1,280
Loan	RM 44.420
Total	RM 45,700

- I. Owner/Board of Director Capital : RM 70000
- II. Bank Loan : RM 44420
- Total Starting Capital : RM 114420

### **7.3 PROJECT IMPLEMENTATION COST & SOURCES OF FUND**

<b>Project Implementation Cost</b>		<b>Sources of fund</b>	
	<b>RM</b>	<b>Loan (RM)</b>	<b>Own money (RM)</b>
Assets (equipment)	45700	44420	1280
Working capital for one week	5025	-	5025
Registration and one-time promotion cost	100	-	100
<b>Total</b>	<b>50825</b>	<b>44420</b>	<b>6405</b>

#### 7.4 LOAN AMORTIZATION & DEPRECIATION VALUE

Total Loan : RM 44420

Interest rate : 0.66 %

Payback Years : 10 years

Year	Interest (%)	Principal (RM)	Total Repayment (RM)	Current Balance (RM)
0	-	-	-	44420
1	0.66	4442	4471.32	39978
2	0.66	4442	4471.32	35536
3	0.66	4442	4471.32	31094
4	0.66	4442	4471.32	26652
5	0.66	4442	4471.32	22210
6	0.66	4442	4471.32	17768
7	0.66	4442	4471.32	13326
8	0.66	4442	4471.32	8884
9	0.66	4442	4471.32	4442
10	0.66	4442	4471.32	0
<b>TOTAL</b>	<b>6.6</b>	<b>44420</b>	<b>44713.20</b>	

Annual interest= \* RM 29.32

Annual principal = RM 4442

Total annual repayment (for year) RM 44713.20

Total monthly repayment (for year) = RM 372.61

## 7.5 DEPRECIATION

Asset Name : Machine and equipment

Purchase Cost : RM 45700

Lifespan : 10 years

<b>Year</b>	<b>Annual Depreciation</b>	<b>Accumulated Depreciation</b>	<b>Book Value</b>
0	0	0	45700
1	4570	4570	41130
2	4570	9140	36560
3	4570	13710	31990
4	4570	18280	27420
5	4570	22850	22850
6	4570	27420	18280
7	4570	31990	13710
8	4570	36560	9140
9	4570	41130	4570
10	4570	45700	0

Annual Depreciation = RM 4570

Monthly Depreciation =  $\text{RM } 4570 \div 12 \text{ months}$   
= RM 380.83

## 7.6 PRO-FORMA CASH FLOW STATEMENT

	January (RM)	February (RM)	March (RM)	April (RM)	May (RM)	Total (RM)
<b>Cash inflow</b>						
Capital	70000	-	-	-	-	70000
Sale	15000	15000	22500	22500	30000	105000
<b>Total cash inflow</b>	<b>85000</b>	<b>15000</b>	<b>22500</b>	<b>22500</b>	<b>30000</b>	<b>175000</b>
<b>Cash outflow</b>						
Early stock	800	800	800	800	800	4000
Equipments	45700	-	-	-	-	45700
Internet data	200	200	200	200	200	1000
Road tax & Insurance	1050	-	-	-	-	1050
Marketing	100	100	100	100	100	500
Salary	15300	15300	15300	15300	15300	76500
EPF	1979	1979	1979	1979	1979	9895
Business registration & license	200	-	-	-	-	200
Water bill	120	120	120	120	120	600
Electricity bill	230	230	230	230	230	1150
Plastic bag	100	-	100	-	100	300
Working PPE	300	-	-	-	-	300

<b>Total cash outflow</b>	<b>66079</b>	<b>18729</b>	<b>18829</b>	<b>18729</b>	<b>18829</b>	<b>141195</b>
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## 7.7 PROFIT AND LOSS STATEMENT

<b>Profit &amp; loss statement</b>	
Sale	RM 105000
Cost of raw materials	RM 4000
Cost of direct labour	RM 76500
Gross profit	RM 24500
<b>Expenses</b>	
Salary	RM 76500
Utilities	RM 1750
Transportation	RM 1050
Interest on loan	RM 12.20
Business registration and launching cost	RM 48450
Asset depreciation	RM 1904.15
<b>Profit before tax</b>	<b>RM 129681.20</b>

## **8.0 CONCLUSION**

“SND Kek Lapis Sarawak” is a Classic traditional food which serves 100% kek lapis sarawak. In order to improve sales, we had done so much research on Malacca area population people on income monthly and food desired. Most of the population in Ayer Keroh have low class income and middle class income. When we analysed the geographical map at Ayer Keroh, Malacca most of them were involved in the government sector, factory workers, student and private business. So we do offer the best prices for people in this population, even though we had faced so many failures to impress customer expectations at the first. But we had done so many ways to overcome this food product. The way to overcome this is to increase the quality of food, unique decoration and increase the marketing through the multi-services for food to deliver to the customer.

Moreover, we had achieved decent sales in the first month and we had improved sales in the following month. We had taken all issues internal and external seriously to overcome all problems, and build intelligent strategies on marketing and control perfectly on the finances of SND Co. We had taken all the opportunities, recovered all threats and took one step stronger to face or to overcome our weakness. Then we analyzed and discovered all the power and strength of existing competitors so that we can force them to upgrade our business perfectly.

Our future plans include creating and serving more new varieties of kek lapis for customers with more amazing promotions, developing the marketing strategies to promote this business all over the Melaka. The target market for “Urban Ayam Penyet” is to ensure that marketing effort fulfilled customer needs and wants as well as bringing profits and also selected a group of customers that expected to have purchasing power involving the sales and services offered by our business. Our biggest recognized opportunities include the new recipes, cheap, and amazing decoration

## 9.0 APPENDIXES

### Appendix A: Organizational Structure



## Appendix B: Company Product

