

GROUP PROJECT TECHNOPRENEURSHIP

HOMEMADE COOKIES (HC)

SECTION 03G

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1.0 INTRODUCTION

HOMEMADE COOKIES (HC) which was established on 01 January 2014 which is a sole ownership of the business. Businesses now operate in Lot88 Lot 13, 1st floor, Kompleks Teruntum Jalan Mahkota 25000 Kuantan Pahang. The company was involved in making, pack and distribute biscuits. In addition, HC also provides several by-products such as selling chocolate and ingredients to make cookies. Though it recently registered officially, this business was started on a part-time basis over 1 year ago by owner. In addition, this business owner for more than 3 years working experience in the field of manufacturing and marketing.

The owner also participated in entrepreneurship programme of Pahang by 3 Modules organized by the Ministry of entrepreneur development through special funds Negeri Pahang (Compassionate) for the purpose of enhancing management skills and his Technopreneurship. HC has performed relatively well and received encouraging response from the customer.



2.0 PURPOSE OF BUSINESS PAPER

The purpose of this working paper is to lay out the design provided Commerce HOMEMADE COOKIES that include aspects of management, marketing, financial and civil servants are the clans to the MARA and beyond begging for financing amounted to RM 40,000 (Forty Thousand Ringgit Malaysia Only). The financing is for 5 years and HC was begging him to breathe for 5 months period. Kos Pelaburan Project is as much as RM80, 000. Where as much as RM 40, 000.00 was owner money while tray RM 40,000 was through the financing of these were invoked.

This funding will be used for the following purposes:

- a. Increasing the number of machine Machine Hire Scheme > RM20,000
- b. Purchase of fixed assets and office equipment in addition > RM900
- c. Purchase of stock items such as spare parts supply > RM4,700

Calculation of Funding

Value Financing	:	RM43, 731.17
Rate of Profit	:	7% setahun
Monthly Repayment	:	RM 40,000/ 60 Month
Monthly Payment	:	RM 3,300 Monthly



HOMEMADE COOKIES (HC)

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3.0 BUSINESS BACKGROUND

Business Name	:	HOMEMADE COOKIES
Registered Address	:	HOMEMADE COOKIES Lot 13, Tingkat 1, Kompleks Teruntum Jalan Mahkota 25000 Kuantan Pahang
Operating Address/Shop	:	HOMEMADE COOKIES Lot 13, Tingkat 1, Kompleks Teruntum Jalan Mahkota 25000 Kuantan Pahang
No. Phone	:	03-6256667
No. Sign Business	:	001537148-M
Date of Registration	:	11 April 2012
Business Activities	:	Making and selling cookies
Type of Business	:	Sole Proprietorship
Initial Account	:	RM 40,000
Bank Deal	:	CIMB BANK Branch: Kuantan
Account number	:	90123872652908632
Name of Owner	:	Muhamad Hadin Bin Mustafa
I/c number	:	8901290644922



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4.0 OWNER BACKGROUND

Name : Muhamad Hadin Bin Mustafa
Position : The Managing Director
Address : No 32 Taman Muhibbah 2,
Jalan Bukit Setongkol 3,
25200 Kuantan,
Pahang.
Phone : 014-5138835
I/c number : 8901290644922
Birth Date : 29 January 1089
Religion : Malay
Status : Single
Academic qualification : SPM – Sekolah Menengah Kebangsaan Seri
Mahkota
Degree in Computer Science
Experience : The Managing Director at Jaya Cenderahati
2009-12
The Managing Director Green Kaizen Enterprise
2012 - present

Workshop Attended :

Date	Workshop	Organiser
1) 21/06/2009	Basic & Advanced Seminar in Marketing Management	Universiti Malaya
2) 30/10/2009	English Seminar Prociency	Bayatech Sdn. Bhd
3) 06/06/2010	Business Wrokshop	UITM
4) 18/09/2010	Education Seminar	Lieos Technology Sdn. Bhd
5) 24/04/2011	Business Professional Workshop	MECD
6) 01/03/2012	Basic Undergraduate Entrepreneurship UMP	



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5.0 BUSINESS SCOPE

Introduction

Company Profile:

- ❖ 100 percent bumiputera
- ❖ Sell various types of biscuits according to client's request.
- ❖ Receives orders from customers.
- ❖ Provide send services most on site customers.
- ❖ single Ownership

Company activity:-

- Work to create and decorate a selection of biscuits.
- Mixing ingredients - ingredients into the mixer biscuits.
- Perform quality control activities biscuits.
- Marketing biscuits.
- Selling a variety of cookies.
- Advising clients
- Production of new products.

Activity in the future:-

- open a branch in several places in the country
- Adding types of cookies, and product diversification.

Process activity

Raw product:

- Multipurpose Flour
- Sand sugar
- Sugar
- Butter
- Vegetable oil
- egg
- Fresh milk
- Baking Soda
- Vanilla essein
- Salt
- Walnut
- Chocolate Chips

- Castor sugar
- Cornmeal
- Hazelnut
- Cornflakes
- Almond Powder
- Flour Starch
- Potatoes
- Kismis

Marketing activity;-

- Cake and bread shop
- Food Dealer
- Personal

Biscuit making activity :-



Biscuit Chocolate Chips



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Business Potential

Bread manufacturing started in humans recognize wheat as an ingredient of food. Materials – basic materials to make bread are also not much changed though the manufacturing technology has been changed from time to time.

Based on studies of industrial profile cakes, pastries, and bread by the Ministry of entrepreneur and cooperative development, found that involving the retail bakery on the whole need of investments at an average of 100,000 Ringgit (lowest RM20, 000 and RM350, 00), with a level of returns in the range of 25%-30%. This business can fall as a business medium stable with a low degree of risk with high growth potential to be developed by entrepreneurs as involving the ownership of its own.

	RM		
	Terendah	Pertengahan	Tertinggi
A. Pelaburan Permulaan	20,000	100,000	350,000
B. Jualan Kasar (bulanan)	10,000	38,000	60,000

C. Untung Bersih sebelum cukai (bulanan)	2,500	11,000	18,000
D. Kestabilan		Sederhana	
E. Faktor Risiko		Rendah	
F. Prospek Pertumbuhan Industri		Baik	
E. Potensi Pemilikan		Ya	

The location is the most important factor that determines the success of something involving retail. Target markets and demographics of users play a very large role in the election.



Two key aspects that need to be when choosing the location is :-

- Define an area either in the city or sub city.
- Choose specific sites in your chosen area.

The layout of a bakery must be attractive and easily seen because bread and other products must be sold quickly after release. The layout should be planned so that 50 percent of the space devoted to production, 25 percent for Office and storage space and the remaining 25 percent for customer service. The client used to display sales products such as cookies and other sales items.

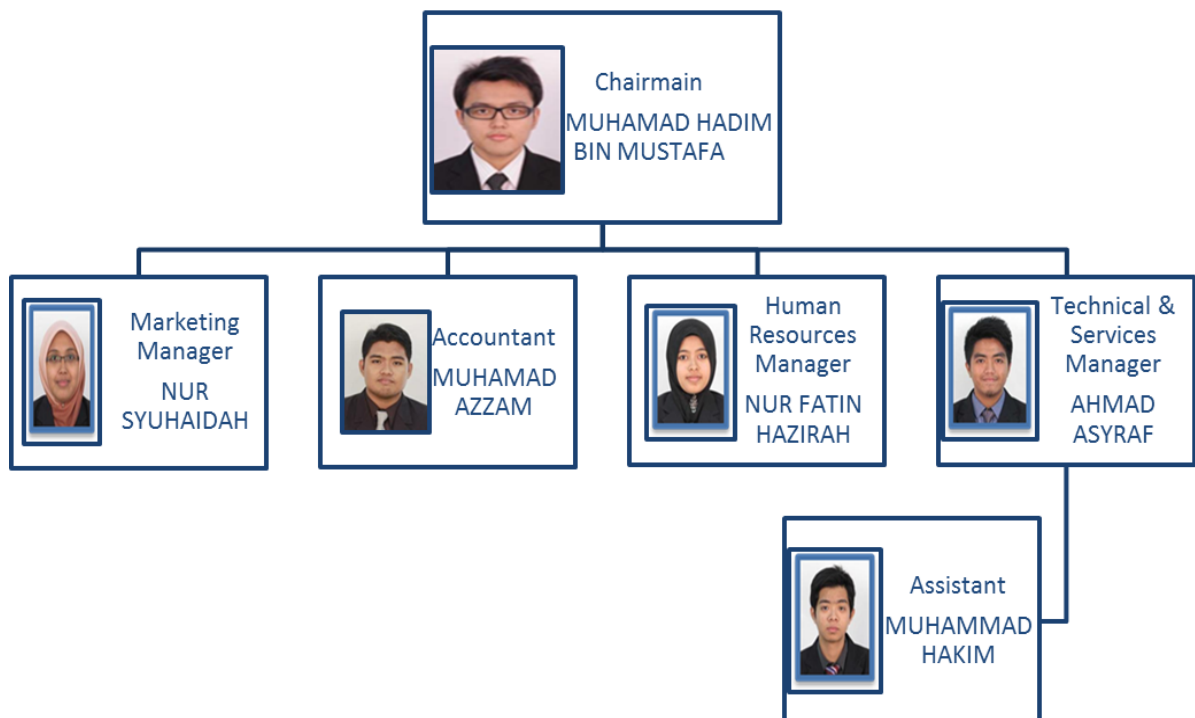
Stocks and suppliers play an important role in an involving retail. The main ingredient in the manufacture of ingredients of biscuits is a multi-purpose flour, butter, oil, fat, milk products, egg products, various kinds of beans, and soy ingredients, sugar and so on. Powder material in production of biscuits and utam nuts most popular grains after wheat. Water is the main ingredient in the dough and should not contain any harmful bacteria, and free from odor, taste and color.

6.0 ADMINISTRATIVE PLAN

Organization Structure

Organisational structure formed by HomeMade Cookies Enterprise include all aspects of management as a business entity. Overall, the structure of their organization are as follows :

HOMEMADE COOKIES ENTERPRISE





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Function and responsibility

HomeMade Cookies Enterprise has the following functions and responsibilities for smooth management of its business.

Director/Owner

Director of the company must play an active role to ensure that the travel company is not interrupted. This includes the compliance with policies and procedures set out by the Act from the date the company was formed. Directors are involved in all aspects of business management with more focus on aspects of the Administration and finance business.

Director in charge to make purchase supplies and stock control. The Director will also plan your marketing and finding new market opportunities, as well as ensuring business growth is progressing well and on schedule. Directors must at all times use his powers for the purpose of appropriate and honestly for the sake of the best interest of the company.

Operation management

Every part of this operation is responsible for the quality management system of the company carried out according to the procedure prescribed from time to time. It will be involved in providing the services offered to our clients covering the supply of quality products and to meet customer preferences. Products produced to give satisfaction to the customer so that the company's performance has improved the quality.

Marketing Department

This Division is responsible for marketing the services and products sold. In addition it will be responsible for finding new markets especially in the commercial market, such as obtaining the tender for business premises, buildings and industrial area. The Division is also responsible for managing and coordinating the Affairs of publishing and publicity as well as planning and developing the company's strategic plan.



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Human Resources Management

This section serves as managing matters related to training, and evaluation of kompetensi employees. Scope and responsibilities also includes on-going reviews of the implementation of quality management sistem company to be implemented efficiently. Review of the organisation in a given period to find out whether the functions of planning, supervision, direction and control based on the policies, directives and regulations management have implemented with smooth and effective.

Finance Division

Responsible for the accounting system of the company and supervise the preparation of management estimated annual budgets. Additionally, it serves as preparing the annual accounts and oversee investments and ensure that quality management system of the company. Scope of responsibilities also includes aspects of general administration such as buildings, vehicles and offices.



Salaries and remuneration

HomeMade Cookie Business Enterprise providing a reasonable remuneration package to its employees. Salaries and remuneration of employees are as per the table below.

Position	Salary (RM)	Allowance (RM)	KWSP (RM)	Total (RM)
1. Director	6,000.00	500.00	845.00	7345.00
2. Accountants	3,100.00	250.00	435.50	3785.50
3. Framers of service	2,500.00	200.00	351.00	3051.00
4. Marketing Director	2,500.00	200.00	351.00	3051.00
5. Operation Director	2,500.00	200.00	351.00	3051.00
6. Financial Clerk	800.00	80.00	114.40	994.40
7. Worker # 1	650.00	50.00	91.00	791.00
8. Worker # 2	650.00	50.00	91.00	791.00
9. Worker # 3	650.00	50.00	91.00	791.00
10. Worker # 4	650.00	50.00	91.00	791.00
11. Worker # 5	650.00	50.00	91.00	791.00
Total	20,650.00	1,680.00	2,902.00	RM25,232.00



Expense Management

For management purposes, HomeMade Cookies Enterprise estimate the expenses a month according to plan its business capacity are as follows.

Bil	Jenis Perbelanjaan	Jumlah (RM)
1.	Salaries and allowances of employees	22,330.00
2.	KWSP	2,902.00
3.	Lot Rentals Business	2,500.00
4.	Electric and Water	2,500.00
5.	Phone	400.00
6.	Stationery Office Expenses	100.00
7.	Travel	5,500.00
8.	Maintenance shops and Machine	15,300.00
9.	Hospitality and promotion	880.00
10.	Miscellaneous Expenses Contingency	500.00
	Total	52,912.00



Organization Structure

Business management methods and good staff and systematic very important in the efforts to develop the business. Therefore, HomeMade Cookies Enterprise had the following management strategies;

-Implement teamwork (team-work) among employees for mutual benefits.

- Provide guidance to staff in order to perform the good work and be responsible for the task.
- Each party either lower or management employees discuss and express an opinion and suggestions on how best to accomplish more efficient and systematic.
- Adoption of principles S.W.O. T (S-strengths, weaknesses, W-O-T-opportunities and threats) in the strategic management of the company will be able to detect strengths and weaknesses of the owned and thus act to improve and overcome any weaknesses before spreading and cripple the company.
- In order to improve the quality of produksyarikat have been reviewed and tested every kind of product produced. In addition, research work, the development of new products, improvement of the quality and shelf life of the product has been intensified. This is to ensure the production of products meet standards set by the authorities.
- Developing business policy clear and user friendly by identifying strengths, weaknesses, and opportunities according to interests and assess the level of performance of the company with more systematic.



7.0 TECHINCAL PLAN

7.1 Facilities

Premises of HOME MADE COOKIES have all the basic facilities such as water supply, electricity and telephone. Business premises located in the main street and are the Indera mahkota new commercial area in the town of Kuantan. It also has a working space and exhibition and to give comfort to the customers who come visit.

7.2 Fixed Assets and Equipment Owned

In view of this business just starting out on a small scale by the owner, then HOME MADE COOKIES have a number of machines and equipment purchased in phases in accordance with the business capabilities at the time. Fixed assets and equipment shops owned are as follows

7.3 Fixed assets and equipment needed

Through financing applied, HOME MADE COOKIES purchasing fixed assets and equipment of additional stores as per the table below:

No	Title	Quantity	Price/Unit	Total
1	Flour mixer (10liter)	4	RM1, 700	RM6,800
2	Flour mixer (3liter)	4	RM1,150	RM4,600
3	Oven (Electric)	7	RM1,100	RM7,700
4	Oven (Gas)	5	RM3,000	RM15,000
5	Tray	15	RM7	RM105
6	Baking tray	24	RM15	RM360
7	Van	1	RM20,000	RM20,000
8	Display shelves biscuits	5	RM170	RM850
Total RM55,415				



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No	Title	Quantity	Price/Unit	Total
1	3 door fridges	2	RM4,800	RM9,600
2	Stainless steel table	2	RM1,000	RM2,000
3	Gas stove & gas tank	2	RM100	RM200
4	Booking mold	17set	RM250	RM4,250
Total RM16,050				

Based on the above table total purchases of fixed assets and equipment shops that need financing Maybank amounted to RM70, 000

7.4 Stocks of Spare Parts Supply Retail

No	Title	Quantity(Packet)	Price/Unit	Total
1	Flour	100	RM1.50	RM150
2	Butter	70	RM4.90	RM343
3	Sugar / Salt	50	RM2.40	RM120
4	Chocolate bar	70	RM10	RM700
5	Nuts	55	RM17	RM935
6	Biscuit Decoration	65	RM7	RM455
Total RM 2703				



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7.5 List of Suppliers of Merchandise

Availability of spare parts HOME MADE COOKIES will be obtained from a number of suppliers which have long been dealing with business owners. Among the suppliers that provide the business goods stock is as per the table below.

HOUSE OF INGREDIENTS

No 3, Jalan IM SD5/3E,
Sri Kuantan, 25200
Kuantan, Pahang.
(Tel 09-5274226)

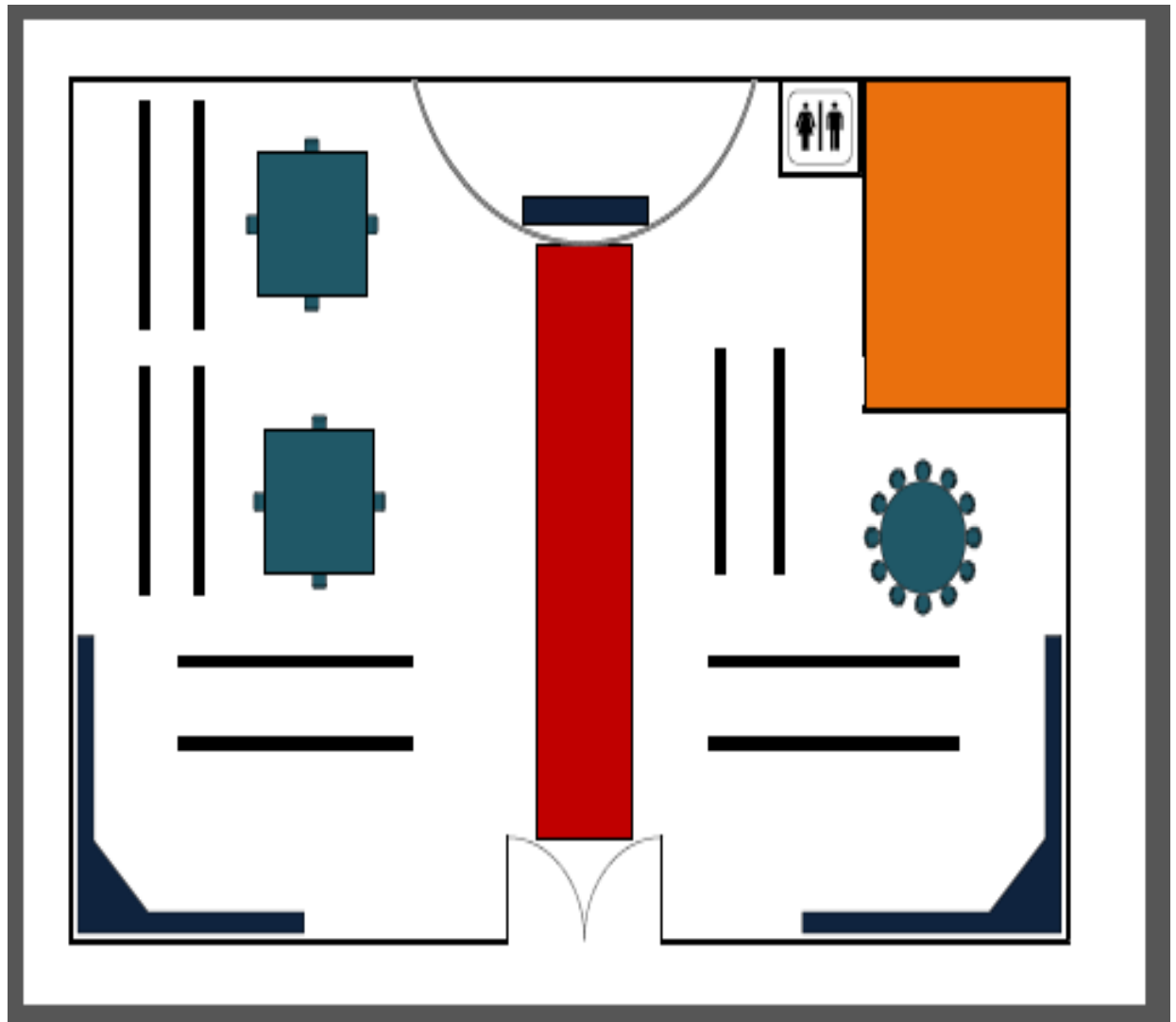
TREE UNDER FOOD SDN BHD

No 2, Jalan Bidara 2/4,
Taman Teruntum, 25300
Kuantan, Pahang.
(Tel 09-5138988)

BAKE WITH US

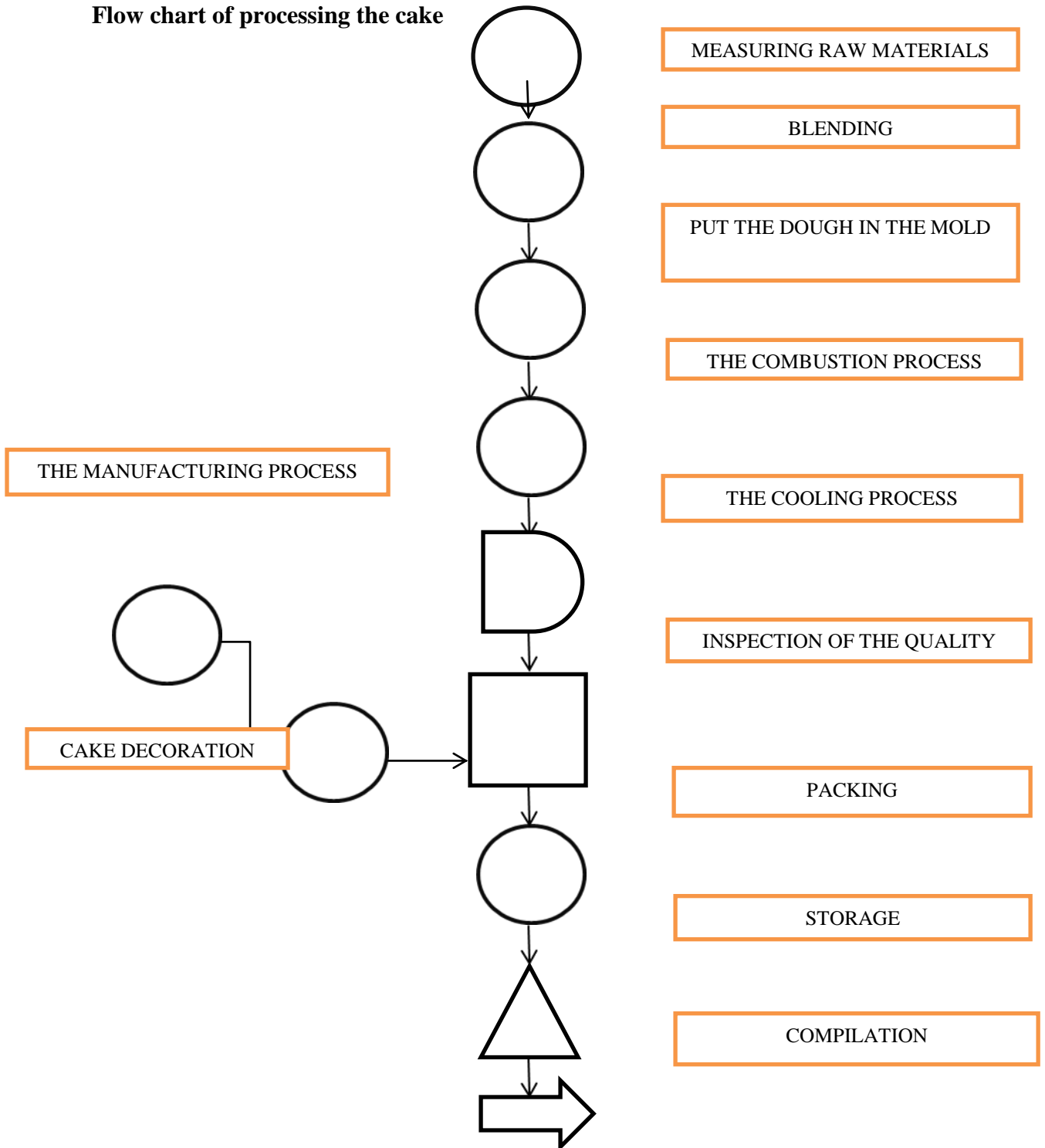
No 33 Lorong Cenderawasih,
25200 Kuantan, Pahang
(Tel 09-5692763)

7.6 Shop Layout



7.7 WORK PROCESS FLOW CHART

Flow chart of processing the cake



7.8 Purchase Estimate for Three Years

The estimates provided below include all raw materials commonly used for making biscuits.

Month	Price (RM)	Note
1	3,000	
2	3,000	
3	3,000	School break
4	3,000	
5	3,000	School break
6	6,000	School break
7	6,000	
8	6,000	School break
9	4,500	
10	4,000	(Decreased 50%) Fast Month
11	6,000	(Increased 30%) School break and raya puasa
12	6,000	School break
Year		
1	56,500	
2	62,150	Increase 10%
3	68,365	Increase 10%



7.9 Service Strategy

The service strategy an essential element in determining the growth of a business. As such, some strategies service has been compiled:

- Provide quality service and deal with any problems and any customer with full sincerity.
- "Service with a smile sincerely" to be applied to all workers.
- Complete the work most over time as determined by the customer.
- Make delivery to site and accurate at the time of the promise.

The Estimated Cost of Services/Work (Sample Cost Calculation)

- The Cost of Direct Materials
- Cost of work
- Labor Cost/Direct Wages
- Total cost
- Gross Margin



8.0 MARKETING

8.1 Services and pricing

Product	Price (RM)
i. Peanut Butter Cookies	RM1.50
ii. Double Chocolate Toffee Cookies	RM2.00
iii. Maple Pecan Cookies	RM1.80
iv. Black forest Cookies	RM2.20
v. Chocolate Marshmallow Cookies	RM2.50
vi. Caramel Walnut Cookies	RM1.90
vii. Pineapple Cookies	RM0.80
viii. Chocolate Chip	RM1.20
ix. Butterscotch Cookies	RM2.40
x. Cornflakes Madu	RM1.60
xi. Macaroon Cookies	RM5.00

8.2 Target group

- i. House area
- ii. Worker
- iii. Student
- iv. Children
- v. Old citizens

8.3 Market area

- House area
- Student college IKIP



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- Student college UiTM
- University Kolej Shahputra area

8.4 Competition

Business name	Product and services
i. Kedai kek dan biskut ii. Bakery	- Cake and biscuit Cookies , bread and cake

8.5 List of works that have been carried out – if any

No	Title	Range	Value
1.	Promoting business before starting sales operation.	One week	1050 biji cookies
2.	Cut price to customer who buy under Rm100	All time	10% cut



8.6 Business Strategy

8.6.1 Promotion

- Internet
- Paper
- Radio
- Brochure
- News

8.6.2 Location

- Web page
- Near city

8.6.3 Price

- RM 0.80 up to customer want
- At an affordable price
- Discount

8.6.4 Product

- Food products
- Halal
- Have expired date.

9.0 FINANCIAL PLAN

The Cost Of Investment Projects

Based on the plans to enlarge the capacity of business and apply for funding, business has been estimating the cost of investment as follows:

No	Matter	Unit	Price RM	Total (RM)
1	Initial expenses ~ The Rental Company's Site	1	2,500	2,500
2	Fixed assets -Director Salary -Salaries of Accountants -Payroll Management -Payroll clerk -Salary Employees ~	1 1 3 1 5	6,000.00 3,100.00 2,500.00 800.00 650.00	650.00 3,100.00 7,500.00 800.00 3250,00
3	Others Communication device	1	150.00	150.00
	Overall total			17,950.00

Sources of Project Financing

Of the total above, a breakdown of the sources of financing projects that have been planned are as follows;

No	Matter	Unit	Price RM	Total (RM)
1	Intial expenses ~ The Rental Company's Site	1	2,500	2,500
2	Fixed assets -Director Salary -Salaries of Accountants -Payroll Management -Payroll clerk -Salary Employees ~	1 1 3 1 5	6,000.00 3,100.00 2,500.00 800.00 650.00	650.00 3,100.00 7,500.00 800.00 3250,00
3	Others Communication device	1	150.00	150.00
	Overall Total			17,950.00



Estimates of Cash Flows and financial statements

Because this is business capacity expansion, then the estimated Cash flow statement is presented taking into account like the following:-

- This Financing is obtained prior to operating capacity could be upgraded.
- Cash flow Estimates and financial performance is available for 3 years after funding.
- The estimated sales proceeds are made, 50% of sales made in cash and the remaining 50% with 30-day credit
- Purchases from suppliers made in cash or deferred payment is less than 1 month.
- Preparation of Estimates the income statement taking into account asset depreciation straight-line method depreciation percentage as follows;

1. Office equipment-15%
2. Computer and Printer-20%
3. Closet and Shelves-15%
4. Wiring and Renovation-10%



10.0 JUSTIFICATION & CONCLUSION

When all our business plan passed. We hope our business will run successfully and to achieve the goal and vision that have been outlined. We also want to do a change of our national economy with market HOMEMADE COOKIES (HC) at both the international and menyaertai any food fairs to promote our products to be more known cookie and attract customers to buy our products. We also hope that this business gets support of the people – the people of malaysia and known by all social groups around the world. We also hope that this business can grow at higher levels so that all people can enjoy HOMEMADE COOKIES products (HC) and love it.

11.0 DEVELOPMENT PROJECT SCHEDULE

No	Activity	JAN. '14				FEB. '14				MAC. '14			
	Weeks	1	2	3	4	1	2	3	4	1	2	3	4
1	Generate business ideas												
2	Review Product Industry												
3	Analyze the product Market												
4	Make the management plan												
5	Make a marketing plan												
6	Make production Plan												
7	Make a financial plan												
8	Writing business plan												
9	Register a company name												
10	Get the loan capital												
11	Purchase the equipment and products												
12	Market our products												