



**UNIVERSITI TEKNOLOGI MARA**

**ENT300**

**FUNDAMENTAL OF ENTREPRENUERSHIP**

**BUSINESS PLAN**

**GEMS PATISSERIE SDN BHD**

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## **1.0 Introduction of the concerned Business Plan**

As entrepreneurs, thinking forward is a compulsory, lacking that would result in a decrease growth of productivity, lack of perpetual visions and extends to depletion of modernization within the circumference of great thinkers. Therefore, as we move forward towards Introduction

### **1.1 Introduction to Gems Patisserie Sdn. Bhd**

Gems Patisserie is a small bakery that is specialized in custom sweetest treats that sparkle. It is located at Shop lot 30, Ground Floor, Block C, Damai Plaza, Phase 1, Jalan Damai, 88300, Kota Kinabalu, Sabah. Gems Patisserie is placed and opened there because it has a lot of houses, offices, restaurants, as well as tuition centres nearby, which makes it easier for people who are craving for sweet treats to just drop by the bakery to satisfy their cravings. Gems Patisserie is able to serve their customers in one quick, convenient visit.

While there are many other bakeries around Kota Kinabalu itself, Gems Patisserie's customized sweets, Sparkle of Happiness is the main attraction, which makes everyone in town talking. Sparkle of happiness is a customized filling chocolates which is suitable for gifts for every occasion be it Valentine's Day, birthdays or just normal day. However, Gems Patisserie does not only sell chocolates, but they also sell cupcakes, mini cakes, as well as other baked goods served together with an excellent customer service. With the help of a strategic location and the words of mouth, Gems Patisserie is able to slowly gain the market share in Kota Kinabalu.

With the attention Gems Patisserie has gotten from their customers, they are slowly getting well known across Malaysia and people have been placing orders via online for various occasions to send over to Kuala Lumpur, Labuan, and Miri. Gems Patisseries has foreseen this opportunity to provide the best and highest quality of sweet treats to everyone regardless of age or gender. This obviously shows that Gems Patisserie has the opportunity to be one of the most successful bakeries in Malaysia.

We, Gems Patisserie, see the bright opportunity ahead of us and think that this business has the potential to go further and bring success for the bakery provided that it is planned well and efficiently. Many people who love sweet treats find joy in eating them, and it makes them feel happy, carefree and relaxed, therefore, we want to make them feel happier and amazed with the bright colors of our baked goods at anytime, anywhere. Gems Patisserie sees this as a way to build its empire in the market by giving the people what they love and enjoy. the end of this Business Proposal we aim to fulfill what the future holds for us and are determined to cater the needs through our products in the future.

The founders of Gems Patisserie Sdn Bhd are mainly from the field of business studies industry. But these individuals are prompt to have commonalities of delivering for the future through, giving excitement and pleasure of eating chocolate. Gems Patisserie Sdn Bhd was established on the 23<sup>rd</sup> November of 2015, comprising of 5 members which hold important positions such as Chief Executive Officer, Administration Managers, Operational managers, Marketing managers and Financial managers. Each of these positions would be clearly explained in the following pages of the Business Proposal.

