



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTAL OF ENTREPRENEURSHIP  
ENT 300

CATS CAFE AND BAKERY

PREPARED BY:

MUHD HANAN AQIL BIN YUSLI	2014623034
NURUL AMYLIA BINTI MOHAMAD RATA	2014129239
NUR SYAFIQAH BINTI MOHD SIBLI	2014341659
NUR HAZWANI HAZIRAH BINTI ALI	2014175209

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## EXECUTIVE SUMMARY

Basically, Cats Cafe and Bakery are focusing on producing the trendy cakes and bakery which is always following the people's taste and demand that always changing from time to time. In addition, in order to attract more customers to consume our products, we will always make sure that our customers' get the high quality product that is personally produced by our own bakery. Besides that, we also displaying various types of cats from all over the world in order to make our cafe totally different from our competitors which will make our cafe has its own uniqueness. One of the reason why our cafe displaying cats is mainly because it is the most lovable creature that everyone can easily touch and play with. Our cafe also focusing on creating our own brands which one day can compete with other brands either in national or international level.

## COMPANY BACKGROUND



### INTRODUCTION

- **Name of the business**

- " Cats Cafe & Bakery "

- **Main business**

- Bakery and cafe

- **Nature of business**

Cats Cafe and Bakery was established on May 2016. Cats Cafe and Bakery produce cakes, cookies, bread and cupcake with various type of flavour. We also provide hot drinks, cold drinks, soft drinks, ice cream and juices with different flavour that customers can choose. At the same time, we also provide the customers with an entertainment where we display various types of cats for them to see and play with it.

- **Industry profile**

Cats Cafe and Bakery produce new ideas of innovation such as producing cake with variety types of flavour. Cats Cafe and Bakery also provides services for the customers at the cafeteria.

- **Location of the company**

- Cats Cafe and Bakery  
First Floor 80 FC, 1Borneo Hypermall,  
Jalan Sulaman, 88400,  
Kota Kinabalu, Sabah

- **Vision**

- Cats Cafe and Bakery Will be the leader in quality, service and innovation, fulfilling the needs of our customers through our products

- **Mission**

- We will continuously improve all aspects of business in order to sustain the long-term success of our customer and ourselves.
- We will provide the highest of quality bakery products and the best possible services to the food industry.

- **Target market**

- Family
- Students
- Cats lover

- **Uniqueness and innovative of business**

- Providing two types of business
- We produce our bakery products using our own recipe
- We display a various types of cats to entertain our customers