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CAKESIE CUTS SDN BHD

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The most grateful and thankful to Allah S.W.T. for the completion of this business plan as one of the requirement that is needed to be accomplish in this course work assessment of course code ENT300.

Special thanks to our parents, family and friends that help us a lot during completion of this business plan. Without their help and support, we would not be able to complete this work successfully. Also, biggest appreciation to our beloved lecturer, Madam Safiah Binti Mohamed that helped us a lot during completion of this work. She is our backbones for this business plan. Without her guidance and help, we would not be able to complete this business plan.

There were lot of challenges that we have to face and handle during completing this business plan such as finding the best supplier with the best price, a suitable location to start a business, all the machinery used in order to start a baking business and find the perfect interior design for the cake house. We have to choose the best products with the best price offered by the suppliers. We also engage with people by doing some quick interview about starting a baking business.

While solving these problems, we learnt that in order to start a business, we need be more organize and able to make the best in any decision that we made. This is because every decisions that were made will affect our business either sooner or later. So, we must think forward for a better business journey. We also learn that we must have agreement between managers in order to do something. Neglect others opinion will affect our business relationship with anyone.

Last but not least, we are very grateful to anyone that involved and contributed in our process of completing this business plan. Our deepest gratitude to them because without their help, of course it will be harder for us to obtain any information for our business plan. Their helps and supports will always be our spirit to complete this business plan successfully.

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This business is based on partnership of five members which hold important positions in the company which are General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM56 546.00 where the total contribution of each member is approximately RM11 309.20. Our business started with only each member's contribution as we are not using any loan from any bank.

Cakes are our most popular products followed by other desserts as our tagline 'Sweetness in every bite' is located at Jalan Lembah 16, Bandar Baru Seri Alam, 81750, Masai, Johor. It is a strategic location as it is near to neighbourhood and also population of students as it is near to UiTM and UniKL.

Cakesie Cuts is a company that focuses on desserts for people. Cakes, baked goods and 'kuih-muih' are common food for Malaysian and also every human being on universe. Our company produces high class desserts with affordable price that everyone can indulge our product goods. We offer good quality of baked goods either by walk-in or orders and also services such as caterer, surprise delivery and supply our products to local kiosk. Since Cakesie Cuts offers variety of services with diverse flavours of baked goods, this gives lots of advantages to our company and confidently can break through the sales in Johor and expand to every parts of Malaysia.

In order to produce a quality and exclusive products, creativity and tasty are important aspect to make it more interesting not only to see but also to eat. These will gives our company a chance to shine as people nowadays are really attracted to unique-looking and rare taste of food. Besides, this is also one of our strategies to market our products in a very fun way.

With the amount of capital that solely contributed by the board of managers to start this business, we hope that Cakesie Cuts is able to serve people by satisfying their sweet tooth with its variety of products. Also, hoping that our company can get through the competition of others that are in the same field of business. Our target is to achieve a remarkable spot in this field and looking forward to expand our business so more people can enjoy our products.

What is life without desserts?

It would be meaningless to live a life without desserts, chocolates and all sorts of sweet dishes. Most of the viral videos we watch on Facebook and Instagram is about foods and desserts, but there is a problem - Almost all of the videos came from overseas. This caught our idea as to open a bakery that sells these deliciously tasty dessert, here, in Malaysia.

As a beginning of an idea, the plan was to produce all sorts of desserts which was not very easy to get anywhere around in Malaysia. This plan can attract not only in the state, but can bring the attention of customers from all over the country. Maybe even across the whole globe?

1.1 Name of the Business

The name of a business is one of the most crucial thing to think about. It is also one of the first impressions of the customers towards the company.

As a bakery that will have lots of sweet menus, we chose *Cakesie Cuts*. A very subtle and simple name yet it gave hints of what the business is selling.

Cakesie represents the cakes that our bakery will produce. *Cuts* brings a meaning of a stroke given by a sharp-edge implement, only, in this business it represents the impact of our products to the customers' heart content.