



اَلْاَوَّلُ فَيَسِّرْ سَبِيْلِي تَبْكِنُوْا لَوْ كُنِيْ فَاِمْرًا  
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**MKT 243**

## **Cherry On Top**

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# Cherry On Top ;

## 1.0 Introduction

### 1.1 Executive Summary

Cherry On Top is a company that newly introduced in the marketing economy. The purpose of this company is to produce and sell a fresh healthily cakes to the customers. The shop of Cherry On Top is operating at 1 Borneo Hypermall, Kota Kinabalu which is the strategic location for us to get more customers.

This company is held by the Marketing Manager and under her, there are five managers that are responsible to manage and ensure Cherry On Top business run effectively. To be succeeding in marketing, we are trying to make sure that our products can satisfied our customers' desires and then we can increase our sales. We also involve the corporate social responsibilities value in our business for the society and environment. This is important for us to build our organization's image in the marketing world.

Cherry On Top company is also targeting on certain group of customers like a woman, children and teenagers who mostly like a sweet dessert like cakes. We also placing our shop at 1 Borneo Hypermall. We can get many customers there as we know the place also known by all people. The cakes that we produced are fresh and healthy for our customers as we know many of them really care about health. Our product also available at a lower price compare to the other cake shop which is more expensive. So, all people can buy our product as the price is reasonable for them.

## 1.2 Background and Company Description:

Cherry On Top company was established on 27<sup>th</sup> May 2012. It was the one of new bakery or cakes shop that bake and sells fresh cakes to their customers. Our company will be specializing in visually attractive cakes. Since there has been increase in demand for overindulgent, unique and visually stimulating cakes, so we provide wide range of flavors such as cherry cream, blueberry, chocolate, vanilla, cheesecake and others with a various types of design . Cherry On Top will target special events such as weddings, birthdays, bachelorette parties, and special occasions. Moreover, our cakes are halal-certificated to reflect an understanding that halal foods are an important matter to every Muslim consumer. We also very prioritize to every customer need to satisfy them.

Our company was directed by General Manager with executive and office manager. Then, our workers are about five peoples. They are included one cashier; two of them are head bakers and two kitchen assistant.

Our office is also located at ground floor at 1 Borneo Hypermall, near to our shop. If our customers want to contact us for ordering cake, they can call us at this number; 088 -933999. They also can go to our email; [www.cherryontop.com](http://www.cherryontop.com). We are always receiving any orders or complaints to satisfy our customers.