



UNIVERSITI TEKNOLOGI MARA

THE CAKE FAIRY

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MR KASMIR

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1.1 Executive Summary

The Cake Fairy has stepped out from its comfort zone to be exposed to the market of selling the products, which is guaranteed, will be loved mostly by children, teens and women, generally. This includes the cakes, cupcakes, cookies and other additional items as well. Other than offering the best kind of products, we also ensure the great satisfaction among our customer. Defined by the logo, The Cake Fairy is be managed by five (5) incredible shareholders.

Located in Api – Api, which is one of the center of the Kota Kinabalu, Sabah. We believe that the location chosen is strategic to attract customer to buy our products. With the best affordable of prices, customer may select much kind of products in one time.

The products offered also are very high in quality, as we are selling our products perishable to the customer, without any intermediaries. This is done so that we can guaranty and maintain the quality to be in conditions that we believe only we have the credibility to do so. Not to be forgotten, the less fortunate will also be helped by The Cake Fairy by charitable-activities that will be conducted soon.

The promotion also is widely used by the only one kind of method, which is the advertising. Radio, newspapers, magazines and internet are used as these mediums are the perfect ways in obtaining many people's attention within one time. The attractiveness of the designation, the radio dialogues and internet – official accounts of Facebook and Blogspot surely will make the customer know about this new company, The Cake Fairy.

After have giving the very best and high determinations in reaching each of the missions, objectives, visions and other goals as well by every member of The Cake Fairy, we are proudly now to compete with the other well-known competitors in the future.

1.2 Background & Descriptions

The Cake Fairy Company is created out of a need for creativity and a lifelong love of baking. Beneath of all, we are excited to see the enjoyment that these portable little treats brought to people for every age. With much support and enthusiasm of our members, we have set out to create the company.

The Cake Fairy is a new shop that is established to emphasize the cake recipes and decoration of the new designs for the customer. It is a bakery shop that is located in Api-api Centre in Kota Kinabalu, Sabah. This cake shop provides opportunities for customer to design their own cake. For example, make your own patterns or cake decoration. Make your next special event one to remember with “The Cake Fairy” designed especially for your occasion. Each order is personalised, starting with the colour of cakes liner all the way to the topping. We are available for any occasion you need us for including Birthday parties, Corporate Events, Graduation Events, Holidays, Thank You Gifts, Wedding and Youth Group.

We are providing varieties of cakes to the customer such as White Dark Chocolate Cheese, Chocolate Strawberry, Chocolate indulge, Mango Delight , Oreo Cheese, Black Forest, Chocolate Chip Walnut, Chocolate Forte, Green Tea Cheese, Red Velvet, Fruitlicious, Absolute Chocolate and White Chocolate Macadamia. We will also providing our customer varieties of cookies such as Oatmeal Cookies, Choco Chunk Cookies, and Choco Chips Cookies.

The price for each cake is based on the flavours that the customers have chosen. Price for 1 kilogram cake is only in RM 80 and for price for ½ kilogram cake only in RM30. Each cupcake is in RM3 and Pop Cakes is in RM2 each. Meanwhile, the cookies 100 gm is only RM3. With your own budget we can sprinkle your cakes like a magic fairy tale.

1.4 Vision, Mission, Objectives and Statement of Goals

Objective

- To offer our customer various of cakes, cupcakes, cookies and other additional products.
- To develop the strong presence in the community needed to support sales goals.
- To develop a full menu by the end of the second quarter.

Vision

The Cake Fairy will be living proof that caring, integrity, hard work and innovation at all levels create success.

Missions

- 1) Each of our customers is rewarded by the prosperity of our products, either from the delicious cakes, cupcakes and cookies.
- 2) Maximum satisfaction of products and services is guaranteed to every all our customers.
- 3) Donations from a percentage of our profits to The Conservation Fund to help accomplish our national environmental goals.

Statement of Goals

- To participate in state-wide and local bridal trade shows
- Minimize our sales force and maximize our effectiveness
- To spend about 30 hours per month specifically to marketing efforts

2.0 Consumer Decision Making

2.1 Types of Consumer Buying Decision and Consumer Involvement.

- Types of consumer buying decision and consumer involvement of our product is **routine response behavior**.
- Our business is baking and selling cake so the amount of time & effort buyer invests to search, evaluate & decide to buy our product is less.
- Buyer will make quick decision and purchase immediately based on their past experience.
- The customers will evaluate our product after they taste it and if our product which is a cake makes them satisfied they will stick with our product.
- Buyer did not think too much on spending their money to buy our product because our product price is reasonable and low cost.