



UNIVERSITI TEKNOLOGI MARA
SABAH

ENT300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

BAKER'S KINGDOM

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Executive Summary

Baker's Kingdom is about selling brownies and provided services which is operating small café that included serving hot and cold beverages. Our business that located at Jalan Gaya, Pusat Bandar Kota Kinabalu, 88999 Kota Kinabalu, Sabah.

While there are many shops and café selling baking pastry product, Baker's Kingdiom will get through the competitors due to its unique and excellent detail regarding our customers. our business will slowly increase and surely gain market share as it provides excellent goods and services to customer thus can build strong relationship between the customers and our business.

Furthermore, we believe that our business will successfully compete with the competitors in a few years ahead. We, Baker's Kingdom saw the opportunity that our business has the potential of success as people want difference in baking and pastry industry and that is what we offered.

1.0 Introduction

Baker's Kingdom is a new full-service café located in Kota Kinabalu. Baker's Kingdom features a full menu of affordable-priced foods and beverages and it also has its own signature menu. The business provides freshly prepared foods and beverages at all time during business operation. It is owned and managed by its three partners. The partners will provide funding from their own savings. They intend to hire a few workers to handle customer service and day to day operations.

Baker's Kingdom aims to offer its products at a very affordable price to meet the demand of the local market and tourists. Since it is located in the middle of the city, the business is expecting a huge number of competitors. Therefore, the business wants to catch the interest of a regular loyal customer base with its broad variety of menu to build a strong market position in the city. Baker's Kingdom can guarantee that this business will success if it is handled efficiently.

The funding provided by the partners will be used to start up the business by purchasing the café's equipment, furniture and fittings, advertisement and so on. For the raw materials, the business has already chosen the best suppliers to make sure that their products will satisfy the customers and so that they will get positive feedbacks from the customers as well as getting more profits.