



FACULTY OF PUBLIC ADMINISTRATION AND SCIENCE POLICY

DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

AM1105E

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

FELICITA BAKERY & CAFE

FOOD AND BEVERAGES

PREPARED FOR:

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LETTER OF SUBMISSION

Diploma in Public Administration (AM110)
Faculty of Public Administration and Science Policy
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

29 January 2021

Madam Rozieana Binti A.Halid @ Khalid

Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**THE FELICITA BAKERY AND CAFE – FOOD AND BEVERAGES**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

chris

.....
Baby Chrisyantiee Binti Aslie
General Manager

EXECUTIVE SUMMARY

Felicita Bakery and Café is a partnership form of business that are selling varieties of cakes, pastry and beverages to the customer. It consists of five partners that hold different positions in this business. The word Felicita refers to happiness in Italian. Customer's satisfaction is our priority to ensure the customers could enjoy the moment of happiness of Felicita's. Expanding business branches throughout Malaysia and offering high quality baked goods that always stay appeals to people in society is one of our mission and vision. Our business is located at No. 18, Jalan Zirkon E7/E, Seksyen 7, 40000 Shah Alam, Selangor. Shah alam is selected as our location because the places is full with urban people which always hunger for food and beverages. This coincides with the total population of the surrounding population which is 21,564 and contributed to the sale of business which is RM 5,175,360 for the first year. Therefore, the profit can be fully maximized to enhances our financial status. Secret recipe is one of our business competitor that may be a barrier for the sales contribution since it is the favorite bakery and cafe in Malaysia for this time being. Thus, our business takes some proactive initiatives to adapt with the barrier through grand ceremony and the affordable prices of each menu. Furthermore, e-commerce is fully utilized with the purpose to attract the customer apart from Shah Alam. Hence, the future goals of Felicita Bakery and Cafe which to have more branches around Klang Valley can be achieved because this business have been known through the digitalization advertising.

1. Business Background

Table 1.0 Business Background

Name of the Business	Felicita Bakery and Cafe
Business Address	No. 18, Jalan Zirkon E7/E, Seksyen 7, 40000 Shah Alam, Selangor
Correspondence Address	No. 18, Jalan Zirkon E7/E, Seksyen 7, 40000 Shah Alam, Selangor
Website	www.felicitabakery.com.my
E- mail	
Telephone Number	
Fax Number	
Form of Business	Partnership
Main Activity	Product and Service
Date of Commencement	16 February 2020
Date of Registration	22 February 2020
Registration Number	202001000006 (772125-D)
Name of Bank	MAYBANK BERHAD
Bank Account Number	

1.1 *Vision and Mission*

1.1.1 Vision

- To make the bakery and cafe as one of the leading bakeries in Malaysia.
- Expanding business branches throughout Malaysia.

1.1.2 Mission

- Offering high quality baked goods that always stay appeals to people in society.
- Always generate new recipe based on the customers demand.
- Provide the conducive environment of the cafes in order to fulfil customer satisfaction.