



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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ENT 300

FIESTA BAKERY

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EXECUTIVE SUMMARY

Fiesta Bakery is a new international healthy bakery that serves various kind of bread. Bread that freshly baked from Fiesta Bakery is a superior combination of nutrition, convenience and luxury taste. Bread from Fiesta Bakery contain richness of high carbohydrate and fibre bread that being served with low-fat mixed fruit cream or chicken slice that rich with protein. This bakery also provides the kind of taste that favoured by the person from 20 to 40 years old as this group targets wish to eat splendid of delicious bread but at the same time they also want to take good care of their body. Therefore, Fiesta Bakery can solve all the problems and concerns of those who want to have a healthy diet without having to eat plainly as our bakery never goes out of style when it comes to serve breads.

The bakery located at Trilium @ Lakefields, YTL, Medan Niaga Tasik Damai, Jalan Tasik Utama, Medan Niaga Sungai Besi, 57000 Kuala Lumpur. We chose Kuala Lumpur as our prior location because it is a strategic place to attract people. It is just a Malaysian nature to try variety of food especially bread. The person that rush to their work with empty stomach would love to buy sandwich or bread as their breakfast. It also can satisfy anybody's gastronomic craving that love to eat bread especially when it comes with 100% fresh fruit juice. We will offer fresh and healthy food options to people who live and work in Sungai Besi, Kuala Lumpur.

The bakery been established to build a sustainable model program teaching job skills to low-income women or men. It is also to create a successful business that enables us to fulfil our underlying mission as a beginner. We also build the bakery to nourish our neighbourhood with some food and promote economic independence through job training in the culinary arts. The total expenses that we have calculated is RM12,645.00 and it is for all kind of expenses such as, renovation, office equipment, furniture and so on. We also added various kind of food to the people to try this out of curiosity. It is a food cart business because the

food we offer is just a snack where in they can take away after they choose their favorite breads. We build this bakery to impress our enthusiasm in baking for those who loves to eat breads or sweets and it is for all kind of people such as children, adult or even senior netizens

INTRODUCTION

Fiesta Bakery is a bakery company that made up often team works who have come together to share in terms of cash, services and kindness. The theme of Fiesta bakery is based on international healthy taste which is the bakery served healthy sweets, cakes or breads. The company is more of a manufacturing company as it shall be the sole manufacturer of their baked products. The location that we chose is at Sungai Besi, Kuala Lumpur.

The nature of the business is the bakery’s operation is manufacturing and servicing which is manufacturer the products by its own and provide the services of transport to retailers . Fiesta bakery produces and sells flour-based food baked with a healthy taste such as less sugar, less carbohydrate , bread and more .

1. Business Background

a) Table 1.0 Business Background

Name of the Business	Fiesta Bakery
Business Address	Trilium @ Lakefields, YTL, Medan Niaga Tasik Damai, Jalan Tasik Utama, Medan Niaga Sungai Besi, 57000 Kuala Lumpur.
Correspondence Address	No 273 Jalan TTU 2 , Taman Tasik Utama , 5700 Kuala Lumpur .
Website	www.fiestabakery.com.my
E- mail	_____
Telephone Number	
Main Activity	Serve healthy bread
Date of Commencement	26 th June 2018
Date of Registration	25 th August 2018
Registration Number	201601027578
Name of Bank	Maybank
Bank Account Number	

1.1. Vision and Mission

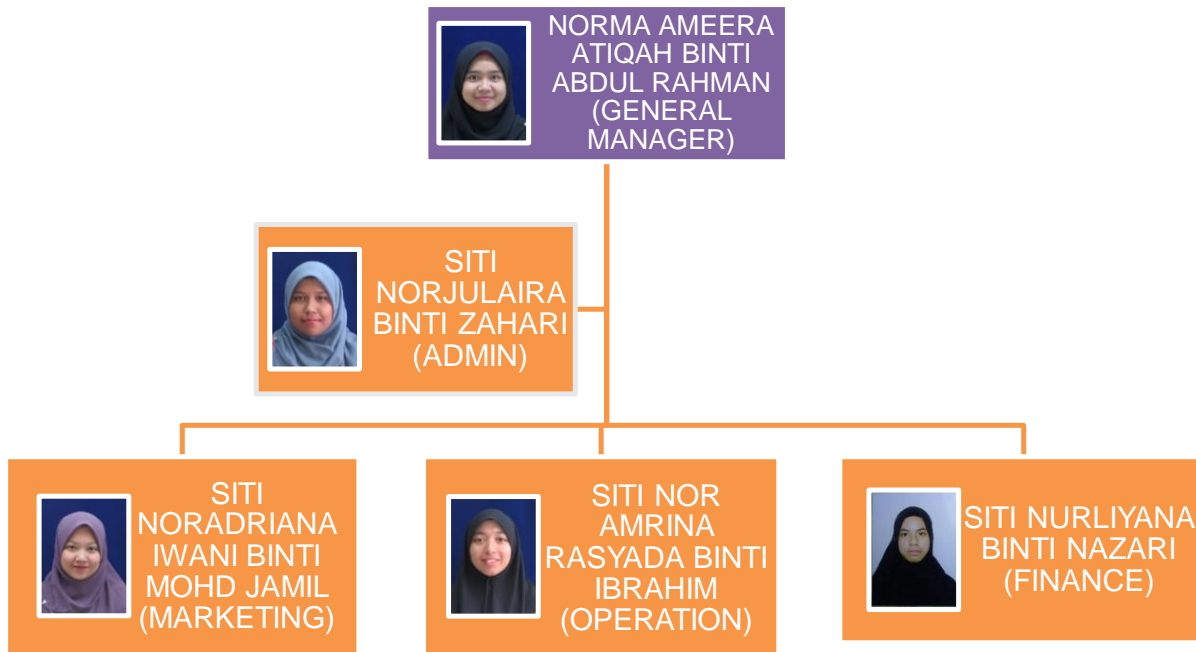
1.1.1 Vision

To become the known for our dedicated team of quality bakers and staff who use the best ingredient to produce the best bakery product .

1.1.2 Mission

To create the value for our bakers and staff by delivering quality products and services .

1.2 Organizational Chart



1.3 Logo and Motto