



اَوْنِيُوْا سِيْتِي تَتِيكُونُو لِيْ كِيْمِيَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF APPLIED SCIENCE

DIPLOMA IN SCIENCE (AS120)

AS1205L

FUNDAMENTALS OF ENTREPRENEURSHIP ENT 300

BUSINESS NAME: Sucre Bites Enterprise

PRODUCT NAME: Sucre Bites

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LETTER OF SUBMISSION

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13 DECEMBER 2020

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Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title **“Sucré Bites Enterprise” – “Cake”** to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

Aqilah

.....

AQILAH AFIAH BINTI ANUAR

General Manager

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This business plan is a part of the subject "Fundamentals of Entrepreneurship". We are glad to submit this report which includes the practical aspect of the study. We are happy to express to our deepest gratitude from all the hardworking group mate who spend their valuable time and help each other a lot in preparing of this project work.

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EXECUTIVE SUMMARY

A cake shop is one of the easiest types of storefront businesses to start as it is an idea that the local folks will get excited about and support in an instant. This is because everyone loves the smell and the taste of warm fresh cakes and breads. Thus, they love to see cookies and cupcakes in a display case. Therefore, a cake shop called Sucre' Bites is established based in Johor.

Sucre' Bites is a business based on a partnership that occupied by five lead workers. The General Manager position is held by Aqilah Afiah, for bakers, there are Haifa Wahida and Noor Syamimi while barista is Nadhirah Hamat and lastly the position for waiter is Liyana Amnani.

This type of business is a combination of a bakery and cafe that typically sell fresh baked goods like cakes, breads, pastries, cookies, and more, as well as coffee and tea. Sucre' Bites also provide space where customers can sit and eat to enjoy their sweets. It is located at Grand Floor, No 52 & 54, Jalan Meranti 2, Taman Sri Pulai, 81110 Kangkar Pulai, Johor.

The business has the potential to become the favourite cake shop in the community because of the deliciousness and special offers given to customers. For the marketing strategies of Sucre' Bites, a website is created as it's the easiest place for potential customers to see pictures of cakes and to place their order. In addition, the prices of the fresh baked goods and drinks are affordable and economical.

Next, our target market for this business is geographic segmentation as the location of the shop is strategic as it is located near main road. Then, there is demographic segmentation because everybody loved cake no matter what age are them. Last, there is psychographic segmentation. Some customers may believe in the importance of a gluten-free diet. However, during periods of distress and uncertainty, some may turn to cupcakes as comfort food.