



اُنْجُوْرَسِيْتِي تِي كُوْلُو كِي مَارَا
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DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

BUSINESS NAME:

CRAFTY BAKERY

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LETTER OF SUBMISSION

Diploma in Office Management and Technology (BA118)
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Madam Ilyani bt Azer
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Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**Crafty Bakery – Cakes and Traditional Desserts**” to fulfil the requirements as needed as university requirements.

Thank you,

Yours sincerely



.....
Wan Muhammad Farhan bin Wan Mohd Zuraisham
General Manager of Crafty Bakery

ACKNOWLEDGMENT

Alhamdulillah, first and foremost, we want to express our gratitude to Allah for allowing us to complete our assignment that was assigned to us by our entrepreneurship lecturer. This project was completed by all members of our group, despite some minor issues that arose throughout the course of the assignment. Fortunately, all of the issues were resolved, and we were able to adapt properly and wisely.

On the other hand, we'd want to thank everyone who helped us fulfil this assignment, both directly and indirectly, throughout our time together. We also sought assistance from friends from different groups in order to have a better understanding of the assignment.

Finally, thank you to our dear friends who always remain together and work hard to deliver a fantastic assignment with all of their efforts and obligations as group members. I'm hoping that all of our efforts will pay off for each of us as well as our collective project. We were fortunate to be a part of this group activity because none of the participants were sleeping partners. We all learnt new things and gained more knowledge as a result of participation in this project, especially in terms of business.

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EXECUTIVE SUMMARY

The following is a proposal for our business plan, Crafty Bakery, which is a bakery brand that offers customers a variety of cakes and traditional desserts with the touch of modern style to fit the young generations that can be customized to meet their specific needs. The company is founded by five friends who interested in business with every single of them have a business background. Then, with a starting capital of RM400, 000 that were collected from each of us and our family members, we intend to start business. We made the decision to deliver excellent service to our customers by doing our best to meet all of their requests and putting it all into our crafting recipe. Customer personalization is a priority at Crafty Bakery, and we continue to attain it with all of our abilities

Before launching this organization, we conducted extensive research to guarantee that the service we give would match their requirements and desires. We spent a lot of time thinking about how to start our company and came to a number of conclusions, but giving up was not one of them. We believe that by taking the time and effort to work together to develop a healthy business and expand it as a family, we can achieve success. Crafty Bakery is special from other bakeries in Malaysia because we aim to understand our customers and help them choose the best way to personalize their cakes and pastries for them.

Crafty Bakery aspires to become one of Malaysia's most popular choices for bakery and traditional dessert. Our customers will find placing an order with us simple since their needs are not restricted to certain cakes that have previously been prepared; instead, we provide a variety of options to design the entire cake. Furthermore, we package all of our cakes and traditional dessert in a secure box so that they can be carried safely, and the box also can be customized to gift to a loved one, a friend, to celebrate a birthday, a wedding cake, and other occasions that our customers require.

We expect Crafty Bakery to grow at its own speed while competing fairly with its competitors. We anticipate a large profit margin from having a large customer base, as well as the establishment of our own consumer base in Malaysia. We wish to be a company that effectively meets our clients' needs and wishes by offering only the best service while also expanding our business even more.