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LETTER OF SUBMISSION

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Madam,
Submission of the Business Plan (ENT300)

Attach is the business plan title “Bittersweet Cafe” to fulfil the requirements as needed by university requirements.

Thank you,

Yours sincerely



Nur Zulaikha Ayuni Binti Bakaruzi
General Manager of Bittersweet Cafe

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EXECUTIVE SUMMARY

This is a proposal of a business plan for ENT300, the business that we want to open is Bittersweet Cookies state at No. 2 Jalan Industry 2 Bandar Baru Bangi Selangor Darul Ehsan. The company is set up together by five individuals: General Manager, Marketing Manager, Administrative Manager, Operation Manager and Financial Manager with a capital of RM 350,000. As a newly in the business world, we started with our vision and mission in business. We want to achieve our vision and mission in business.

First, before we want to start a business, obviously we have done a lot of research on the internet and analysis to ensure that we can fulfil our customers enjoys. We also analyse our competitors in Bangi: Western Bakery, F&F Bakery, Mars Bakery, and Gig Bakery. We want to compete with healthily and make them our challenge to improve our bakery and our services. Before we start the business, we renovate our bakery and improve our services to become the best bakery in the Bangi area. Our objective is to be the best bakery and have a good name bakery in the Bangi area also in Malaysia.

We want to sell the best product and good service in treated our customers. Other than that, we also offer the best special price in our bakery for our menu to attract customers. We are also out the special menu in our bakery which not all bakery the menu because we want to have differed than other bakeries. Additionally, we also give special discount for our regular customers that come more than five times a week. This would help the business to attract more customers. For our opening bakery, we do promotions 20% for our customers.

Bittersweet Cookies customers target is a group of young people who are interested in cookies. In addition, we are also targeting coffee enthusiasts. Customers will come to our café because we provide the best coffee in our bakery. Customers may come to our café to have breakfast or come at lunchtime also, and customers can come to hang up and calm their mind because we choose the theme in our bakery is a soothing retro theme.