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AM110
BUSINESS PLAN REPORT ON:
BON BAKERY

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Preface

Alhamdulillah, thanks to Allah SWT for the consent and bless that given to us to complete this business plan. We were working very hard for this business plan and through bless and guidance that given to us by Allah SWT, we were able to finish this plan on time.

We would like to state our appreciation and respect to UiTM – MEDEC for given the chance for us and other students to do this business plan. This is very good opportunity and guidance to us on how hard it is to live in the entrepreneurship world and how important it is to take the chance and make it useful for us.

A lot of thanks to our respected lecturer and tutor, Associate Professor Matyasin Jamil and Miss Habibun Nisa Mohamed Ajmal on their dedications, instructions and hard work in guiding us to achieve our business plan. Thanks for their trust and patient in us. We would like to thank Sri Kejora Putatan, for the chance and tour that they gave us in their bakery and always ready to give us full cooperation in giving information in completing our assignment task.

Finally, we would like to express our heartfelt thanks to the people who directly and indirectly helping us in preparing and finalizing our proposal of business plan. Thank you and wassalam.

1.0 INTRODUCTION

Bon Bakery is our business's name. *Bon* is a French word that we choose to name our bakery because it means 'nice'. Our idea of bakery is not just to sell our product, but we want to give the nice services and nice environment of bakery. Our bakery offer varieties of pastry, bun, cake and dessert.

We are trying to provide new concept of bakery especially in Kota Kinabalu. We are specializing in delivery service. Our customers can shop on-line or make direct call to our bakery and we will deliver their order according to terms and conditions. We are not just taking order for day-to-day, but we can deliver in special occasion too, for example weddings, birthday and so on.

Our target market is students and the neighborhoods surrounding. They are about 18 to 27 years old. Most of the target markets are UMS, UiTM, Politeknik, IKM and ILP students. For the neighborhoods, we target the people in the Federal House, Dewan Bahasa dan Pustaka, King Fisher's housing and surrounding housing along the Sulaman to Sepangar road. For students, if they like to shop on-line, they can use our own 'prepaid card' that they can get from our bakery outlet in Sulaman road. It is like a credit card that enables them to shop on-line for Bon Bakery.