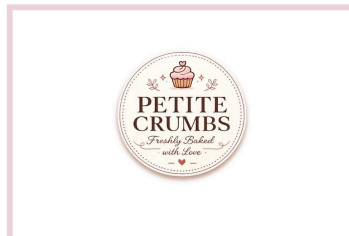




FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

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PETITE CRUMBS

ENT300AG4: FUNDAMENTALS OF ENTREPRENEURSHIP

A3: GROUP BUSINESS PLAN REPORT (50%)

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1.0 EXECUTIVE SUMARRY

PETITE Crumbs is a partnership-based bakery business that is located in Taman Indah Permai, Sepanggar, Kota Kinabalu, Sabah. This business is owned and managed by five partners who will lead the core managerial core which is Noorlina Binti Jupli as General or owner, Lydia Farhan Binti Remin as the Administrative Manager. Next, Adawiya Adriya Binti awang as the Marketing Manager, Nur Maysyah Binti Andi as the Operations Manager and lastly Ellina Maisara as Financial Manager.

The focus of Petite Crumbs is to offer fresh bakery products to our customers that are baked daily on-site using premium, quality ingredients, including cakes, cupcakes and cookies for them to enjoy. Other than that, for daily walk-in retail sales, the bakery will provide beautiful custom cake-design services to cater to special occasions or events such as birthdays, weddings, school events or even local institutional gatherings. In addition, customers can ask for any design they want. Operating under the slogan ***“Freshly Baked with Love”***, that means we are dedicated to provide aesthetic, contemporary pastry designs at highly competitive and affordable price points for the local community.

This business will execute a hyper and multi channel advertising strategy tailored to target the student and resident within a 3KM of taman Indah Permai, Sepanggar. We will advertise our business using hyper and popular app such as Instagram, TikTok and Facebook. We will show high aesthetic videos as our advertisement by showing the baking process, cake slicing and close-ups of our premium custom cake designs to attract customers to buy our product.

Our business has a few big strengths that will help us have a chance to beat other cakes in the area. While big bakery chains only sell regular, design to go cake or cupcakes that only needed to add letters on it, Petite Crumbs let customers choose their own design to match exactly what they want for their planned party or birthday. Other than that, our prices are also very friendly for

students with low budgets yet we still make a good profit on every item we sell. Lastly, our business is also located in a busy area and close to campus, which means many walk-in customers and people will pass by and see our bakery every single day.

Even with our strengths, we still have a few simple challenges as this business is new and small. It is because we are completely new, it will take time for people to recognize and trust us, especially since old bakeries nearby already have their loyal customers. Other than that, because we bake everything fresh by hand daily, we cannot make thousands of cakes daily like a big factory, so we cannot take giant orders in our first year because the employees only have 5 people total. Finally, if the market price for baking ingredients like butter and chocolate goes up, our costs might rise quickly because we choose the high quality ingredients.

2.0 INTRODUCTIONS

2.1 BUSINESS BACKGROUND

Basic Information about the Business (Legal Form: Partnership)

Our bakery has been opened since 2026 by five partners with equal responsibility on how to manage our business properly. It was decided to establish Petite Crumbs here at Taman Indah Permai, Sepanggar, Kota Kinabalu, Sabah, as this area is considered a good strategic point surrounded by residential, education institutions, commercial centres, and many others' public facilities that can attract many customers.

Petite Crumbs mainly focuses on creating various kinds of fresh and high-quality bakery products ranging from cakes, brownies, cookies, pastries, and cupcakes, etc., and we also offer customized cakes for certain birthdays, weddings, graduation, anniversary, schools events, and many more special occasions. We make sure all of our products are always freshly baked with premium ingredients so that you will get the best taste ever and great presentation too! Our business uses 'Freshly Baked with Love' as its slogan.

To start up our own business, a partnership form of ownership has been chosen where every partner contributes their capital, knowledge, skill, idea, and shares both their responsibility and profit with us too. Also, they have shared the risk of running the business together, thus helping them to work out better decisions together and run the business effectively.

Reasons / Justification for Starting the Business

3. ADMINISTRATIVE PLAN

3.1 VISION

Our vision is to become a local bakery that is loved by many people and is known for providing fresh and high quality products that satisfy customers. In addition, it can bring joy and comfort to every customer creating an unforgettable experience.

3.2 MISSION

Our mission is to produce fresh and delicious cakes and biscuits using quality ingredients. Our bakery also maintains high standards of hygiene and food safety so that customers feel a warm and comfortable atmosphere. In addition, our bakery stands out through a variety of creative but delicious flavors that are loved by all ages.

3.3 BUSINESS OBJECTIVES

1. Achieve a monthly sales growth of 7% in the first year

Increase sales by 7% in the first year of operation by offering high-quality bakery products and introducing a menu with a variety of flavors to attract customers of all ages. Consistent sales growth will help the business grow and increase its market share.

2. Maintain customer satisfaction above 60%

Increase customer satisfaction at a level of more than 60% by providing consistent quality bakery products, friendly customer service and setting reasonable prices. In addition, ensuring a clean and comfortable store environment and Collect customer feedback to improve the quality of products and services, to ensure customers remain loyal to the business.

3. Generate stable profits and strengthen the business position in the bakery industry

Generate stable profits through effective cost management, efficient operations and consistent sales performance. Stable profits will allow the bakery to reinvest in product development, improve business facilities and expand operations in order to strengthen the bakery's competitive position and support long-term business growth.