



اَوْنُوْرَسِيْتِيْ تِيْكُونُوْ لُوْ كِيْ بِمَارَا
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BUSINESS PLAN REPORT (50%)



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EXECUTIVE SUMMARY

La Paire Cafe is a pastry shop located at ITCC Shopping Mall, Penampang, Sabah. We made all sorts of pastries like cromboloni and croissants. We use premium ingredients and make them with full care so that people can enjoy and feel the love when they eat them. Our shop is in a spot at ITCC Shopping Mall so that we get various customers. This really helps us be a part of the food business in the area.

Our customers are people from 18 years to 40 years old and above. These are Gen X, Millennials, and Gen Z. They really like food ideas, special pastries and good services. Millennials and Gen Z are highly visual, health aware, and love trend driven. Gen X, however, working professionals and some of them are parents that prioritize premium, organic ingredients, and convenience. They are willing to pay more for exceptional quality and tailored experiences.

For the financial plan, we paid a monthly rental of RM4,500 for its business premises at ITCC Shopping Mall. We expect to achieve RM785,000 in sales during the first year, followed by RM824,250 in the second year of operation. In the third year, we aim higher sales to RM906,675 by attracting more customers, expanding our product range and strengthening our brand.

This business is also managed by a dedicated team and very hard working people including Chief Executive Officer, Chief Operational Officer, Sales Administrative Officer, Sales Marketing Managers, and Financial Manager. This team will ensure the business runs smoothly and more efficiently by fully utilizing the use of social media.

To summarize, this business plan shows the commitment of La Paire Cafe to build a sustainable and profitable business. We believe that with a strong management team, strategic premises, and with clear financial projections, we can achieve long-term success.

1.0 INTRODUCTION

1.1 Introduction to Business

La Paire Cafe is a partnership business. Our specialty is baked pastries. Our café serves croissants, brownies, cromboloni and various beverages that are prepared using high quality ingredients and are still warm from the oven. Our specialty is to create high-quality pastries. Our pastries are delicious, beautiful to look at and cost-effective.

Our goal is to provide our customers with an un-forgettable and “taste from home” experience. We make handmade pastries in a friendly atmosphere. La Paire Cafe also desires to fulfill an increasing demand for good baked goods.

Certain things prompted us to launch this business. The primary reason is that the people in Malaysia demanded pastries and bakery products. This is particularly the case for adults, working people and families. As people look for good food the pastry industry has good opportunities. Not only that, our location at ITCC Shopping Mall, Penampang, Sabah is also one of the reasons. People such as shoppers, office personnel, students and tourists can be easily reached.

Every day, La Paire Cafe bakes pastries. We keep our quality and food safety standards high. Our menu has croissants, topped pastries and cromboloni. Our pastries prices range from RM10 to RM36, while for the beverages starting from RM8 to RM17. This will enable people from income groups to be served. We also style our products and add flavours to them. It enables us to stay current with the popular tastes and the latest food trends.

There is an increasing bakery and pastry industry in Malaysia. Humans enjoy baked goods and a coffee shop type of visit. Social media is also driving people to search for good pastries. This provides opportunities for enterprises such as ours to provide quality and creativity.

We're sure about La Paire Pastry Shop's future. Products will continue to be produced and excellent customer service will be provided with good marketing strategies. We want to have a customer base and be one of the top brands in pastry in Sabah. With our growing business, we would like to have outlets that are strategically located.