



UNIVERSITI TEKNOLOGI MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT300

BUSINESS PLAN

THE LIGIOUS CAKE SDN BHD

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2013

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1.1 EXECUTIVE SUMMARY

The Licious Cake Sdn. Bhd. is a start-up bakery retail establishment located in 1 Borneo, Kota Kinabalu. We choose this location because what we have survey, this mall is a place that we can found our entire expected customer that is tourist, student, family, and officers. This is because this mall is always busy or visited by these customers because its location is near with university area, office area, housing area such as Kingfisher, University apartment, etc and the most important it is also listed as one of attractive place for tourist.

Overall, this company is run a business base on cake. We are producing ten types of cupcakes, six types of cake, and five types of cake in jar in a day. Customer that comes to our shop can have two choices either want to take away or enjoy our cake in our café. In advance, we also provide drinks in four choices; Hot Chocolate, Hot Chocolate Classic, Vanilla Cream Frappuccino Blended, and Green Tea Cream Frappuccino Blended. Furthermore, we also in ordering service for any party, wedding ceremony, official ceremony, etc. Where, we also provide delivering service for the ordering with terms and conditions.

This company is equally owned and managed by its five partners. Miss. Chyindilinda Omiting is the general manager, Miss. Nadrah Jawahir Johari is the administration manager, Miss. Nellyn Nayuh is the operational manager, Miss. Marlina binti Engkok is the operational manager and the financial manager is Miss. Nurhidayah binti Ramli. Each of these members has RM 10,000 contributions in the capital to set up this business. We also hired two kitchen assistants and one driver to do the deliver job.

Our mission is wants to be a cakes trendsetter and to provide remarkable services in delivering satisfaction and a value for money dining experience. The Licious Cake expects to catch the interest of a regular loyal customer base with its variety of cake products. We aim to offer our products at a competitive price to meet the demand of the middle-to higher-income local market area residents and tourists.

1.2 INTRODUCTION

Cake is a food that existed from a thousand years ago, once they discover flour. In medieval England, the cakes that were described in writings were not cakes in the conventional sense. They were described as flour-based sweet foods as opposed to the description of breads, which were just flour-based foods without sweetening. That's a little bit of cake history and nowadays cake is one of important asset in food industry since it can make a high profit to business world. Therefore, we choose Cake as our main product in our business.

"The Licious Cake House" Sdn. Bhd. is our business name. Innovated by five of us, this company is a combination with a café which is people or our customer can take away or/and dine-in with a relaxing atmosphere. We bring in the concept of modern café, vintage and peaceful where customer can enjoy the sweetness of our cake with happily, as in our motto to make them happy.

Our business also received order from outside for birthday party, wedding, etc. However, the difference here is we also provide service or ordering for a gift, souvenir and "Hantaran Kahwin". The ordering can be made on online, phone call or directly go to our shop. For advance, we also provide a delivery service for the ordering that our customer made.

We eliminate the old cake style with more modern recipe and more creative cake ingredients and shape. Cake in Jar is one of our special products where the cake is served in a jar and you can eat the cake directly in the jar. We also give chance to our customer, to give their idea on how and what we need to do with the cake that they order. This is an opportunity for us to be more closed and having a great communication between our customers and as a result, we also can improve our business in terms of the menu (cake recipe) and business presentation.