



اَوْبُو سَيْتِي بَاتِي كُنُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT300 (BUSINESS PLAN)

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Prepared for

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Executive Summary

- Introduction

Senhora Hermosa Bakery promises a value lifestyle proposition of great variety and quality cakes and pastry at affordable prices. The uncompromising quality of cake and pastry using quality ingredients, coupled with moderate pricing, has created a new lifestyle cult, comprising of a loyal base of pastry and cake lovers.

The plan of Senhora Hermosa Bakery, as the business growth, is expanding the business branching in several states in Malaysia and creating the company types of bread and cake which has its own benchmarking. And lastly, the company is getting recognized in the bakery industry and admits as the one of famous bakery in Malaysia.

- Target Market

Senhora Hermosa Bakery will serve all its customer lower, middle, upper income by providing its product with affordable prices and by rendering services that will put smiles on the faces of its customer. It makes no discrimination between its customer

- Competitive advantage

Senhora Hermosa Bakery has an excellent value for money we offer to our customer. We also have superior product quality and positioning combined with a price lower than that of the competition. And lastly, it also has cost control and economy of scales and has a diversified menu.

1.0 INTRODUCTION :

1.1 Organization Background

- Name of the Organization : Senhora Hermosa Sdn Bhd
- Business Address : No 212, Lorong 1/3C, Taman Semarak 08000 Sungai Petani, Kedah
- Website/e-mail address : Hanaempires@gmail.com
- Telephone Number : 0163722766
- Date of Commencement
 - 1 July 2020
- Date of Registration : 29 December 2019
- Name of Bank
 - Maybank
- Bank Account Number : 152050512158

1.2 Organization Logo/ Motto



The frame of our logo is represent our vision and mission. In the middle of our frame we put words "serve the best" which is represent our vision and mission to serve the best for our lovely customer . And alphabet "S" behind the frame refer to our Organization name which is "Senhora Hermosa". Senhora Hermosa its take from Portuguese word which means "beautiful lady". The light brown colour we choose as our logo is warm colour that stimulate the appetite.