



FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN BANKING (BA119)

KBA1195A

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

INDIVIDUAL BUSINESS PLAN REPORT

ARIFAH KITCHEN ENTERPRISE

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EXECUTIVE SUMMARY

Arifah Kitchen Enterprise offers bakery products for customers, providing the variety types of dessert such as cakes, cookies and brownies that the gives high satisfaction of customers.

Our target market is customers who like eat dessert at an affordable price. Our product range ranges from RM10- RM200 based on customer orders. Across the state of Kedah especially the Arifah Kitchen Enterprise business has grown steadily success. Sungai Petani is an area where many people get married mainly Muslim Malays, causing demand to rise throughout the year cakes. Our cookies and brownies are also in high demand daily by customers.

Arifah Kitchen marketing strategy is to emphasize the quality and price of our products. We offer the affordable price so that everyone can buy it. Thus, we developing marketing strategy that gives attraction to come our shop especially dessert lovers. Arifah Kitchen offers a variety of cakes, cookies and brownies that given nutrition of health, low calories and receive halal certifications.

Arifah Kitchen is owned by Norarifah Binti Md Saad. We have 5 employees with experience in the bakery industry. We plan to aggressively build our brand in another state so that everyone can buy our products.

1.0 INTRODUCTION

1.1 Organization Background

a)	Name of the Organization	Arifah Kitchen Enterprise
b)	Business Address	163-A, Jalan Bandar Puteri Jaya 1/2, Bandar Puteri Jaya, 08000 Sungai Petani, Kedah.
c)	Website/e-mail address	Arifahkitchenenterprise@gmail.com
d)	Telephone Number	04-4191299
e)	Main Activities	Manufacturing
f)	Date of Commencement	1 Jun 2019
g)	Date of Registration	30 April 2019

1.2 Organization Logo/ Motto

a) Logo description



TITLE	DESCRIPTION
Chef	Chef is who is a highly trained, skilled professional cook who is proficient in all aspects of food preparation of a particular cuisine.
Made with love	This sentence refers to the motto of our company made with love we emphasize when it comes to serving customers, we place an order with love and passion for our customers to be satisfied with our dessert. It shows that how much we love our customers
Since 2019	This word refer to the start of our business.
Vision	-To make sure our urban taste will become a favorite food among Malaysian.
Mission	- To introduce our new version of pastry to Malaysian. - To open new outlet in another state.