



UNIVERSITI TEKNOLOGI MARA

ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
CAKE PARADISE BOUTIQUE

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INTRODUCTION

The name of our company is Cake Paradise Boutique, The name of this company are formed according to our business oriented which are wholly cakes making which it has the various unique designs and shape. The cake Boutique Paradise are partnership business oriented. Thus, the business is focusing on every level of people wheatear for a local people or from outsider.

Cake Paradise Boutique exists in order to make all people to enjoy the taste of various cakes which can be afforded at cheaper price. The idea in making this cakes business came from our observation through the cakes shops all over the area in Sulaman, that we are convinced that the price is expensive. Through the observation, we will make people lives better and happy by giving them a special service on cakes making for any days or any occasion.

The location for our business is at 1borneo Hypermall in Sulaman. The reason behind us choosing this location is because there are many people from all walks of life, therefore a high target markets.

PURPOSE OF BUSINESS

Purposes of Business Plan for Cake Paradise Boutique :

- To serve all various people in terms of all level classes.
- To compete with other competitors in cakes making services.
- To measure the ability of company in order to fulfil the demand of customer.
- To give the opportunity especially to Bumiputera involve in this business.
- To fulfil the requirements of ENT 300

VISION

- To become the most powerful, uniqueness, delicious, and greatest taste of variety cakes among our competitors.

MISSION

- To gain customers trust and satisfaction
- To provide and maintain the quality of our services
- To provide affordable price of cakes for all level customer
- To be successful young entrepreneur

OBJECTIVE

- ➔ To maintain customers loyalty and trusts
- ➔ To perform the best among our competitors
- ➔ To gain affective relationship with suppliers
- ➔ To maintain customer's satisfaction towards the quality of our services
- ➔ To become well known not only by the local people in Sabah but also internationally