



اَوْنَبُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ART AND DESIGN

DIPLOMA IN FASHION DESIGN (AD116)

AD1164A

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

YESMEANLICIOUS PASTRY

PASTRY

PREPARED FOR:

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PREPARED BY:

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EXECUTIVE SUMMARY

Yesmeanlicious Pastry was established on 20 February 2020 and aimed on focusing towards Awareness of high quality baked goods is on the rise. Good bread is a rare combination of nutrition, convenience, and luxury. Today's costumers has less time to create wholesome, handmade bread, but increasingly appreciates the nutritional and sensory benefits it provides. Good bread provides fiber and carbohydrates in a convenient, low fat form that is portable and delicious. Good bread never goes out of style.

Some of the types of pastries that we sell are really appealing and customers can check out of our menu. Hem and cheese curry puffs are among the most popular menus in our shop. In the curry puff the core is very dense and whole. Melted cheese and hem filling with a mixture of curry aromas make customers feel filled quickly.

Additionally, samosa meat curry and hog pretzel bread is one of the menus that we deliver to our customers. Both menus have their own particular specialties. Mini Pavlova was last side dish. This is the food the younger generation is most fond of. This side dish has a sweet taste and is perfect for taking during leisure time.

Basically, our target market is for student, teachers and family. We're looking for students coming to our shop. This is because our pastry shop is situated very close to the colleges, schools and residential areas. It would make our shop easier for customers to come to. The less fortunate can come to our shop to get our pastry at an affordable price as well.

Yesmeanlicious pastry marketing strategy is to emphasize the quality and price of our Products. We convince the customers to buy a high qualities pastries which are use of products with high nutrients and fair prices. Are view of our competitors shows that we will be competing against 2 others shop around our location. So, with a good strategy and high quality baking, we believed that we can compete them and make us the best choice for customers to come and buy our products.

Our store operates every day starting at 10am to 10pm and at the front of the store we sold our product and at the back of the store ,we have a factory that making the pastry. So,our average sales forecast permonth is RM 53 000 and with one-unit price at RM 4.20.

1.0. BUSINESS DESCRIPTION

The name given for my business is Yesmeanlicious Pastry.

- I decided to create a pastry business because I wanted to appreciate the quality and beauty of pastry for my customers.
- I want to make pastry as a food that people like so that pastry can also provide good nutrients to people.

1.1. Organization Background

Name of The Organization	Yesmeanlicious Pastry
Business Address	No 27 Jalan PP7, Bandar University, 32610 Seri Iskandar, Perak
Website/ Email Address	Officialyasmin00@gmail.com
Telephone Number	0124809961
Main Activities	Baking pastry
Date of Commencement	19 September 2019
Date of Registration	20 February 2020,
Name of Bank	Bank Islam (BIMB)
Bank Account Number	12092023159232

1.2. Organization Logo/Moto



MISSION
<ul style="list-style-type: none">• To attract the appetite of our young generation people to love the new style of pastry.• To provide delicious, wholesome pastry food without sacrificing health and well-being.

Vision

- We will be the world's most beloved pastry by creating irresistible food, growing with our customers and delivering value for all

2.0 OWNER DESCRIPTION



Name of owner/partner	Nurin Yasmin Adlina Binti Mohd Faisal
Identity card number	000901-10-0122
Permanent address	No 9, Jalan 1 PKNS sg Ramal Luar 43000 Kajang Selangor, Darul Ehsan
Correspondence Address	No 27 Jalan PP7, Bandar University, 32610 Seri Iskandar, Perak
Email	Officialyasmin00@gmail.com
Telephone Number/Fax Number	0124809961
Date of Birth	01/09/2000
Marital Status	Single
Academic Qualification	Diploma in Art And Design (Fashion Design)
Courses Attended	Level 1 in baking pastry
Skills	<ul style="list-style-type: none">• Creative and critical skills• Fast learner and thinker
Experiences	Management in boutique EJ style
Present Occupation	General Manager in Yesmeanlicous pastry
Previous Business Experience	Online business in shopee