



اَوْنِبُوْرَسِيْتِي تِي كُونُوْمِي مَارَا  
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TEKNOLOGI  
MARA

***FUNDAMENTALS OF ENTREPRENUERSHIP (ENT 300)***

**FACULTY AND PROGRAMME:**

**FACULTY OF ART AND DESIGN (FASHION DESIGN)**

**PROJECT TITLE:**

**BUSINESS PLAN: CAKE CAFÉ**

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## **EXECUTIVE SUMMARY**

Our cake cafe provides convenience in preparing delicious cakes anytime you want. And provide quality and customer satisfaction. Customers can also enjoy it at a very affordable price and it is worth buying. The concept of our cafe is comfortable, relaxing, and is one of the attractions of the people.

Furthermore, among our clients are those who prefer comfort and convenience to those who want something exclusive but affordable to buy. We also target busy workers to make it easier for them to buy and carry around without having to rush to sit and eat. We give our customers the confidence that the dishes provided are delicious and healthy to eat. It is also dedicated with a halal certificate from Jakim to satisfy its Muslim clientele.

The opening of this cafe is strategically located close to the office, school and area that is the focus of visitors. Our cafes provide a wide selection of different and tasteful cakes to give customers the satisfaction of choosing. We offer a variety of cake pieces such as chocolate cake, red velvet cake, cheese cake, carrot cake, banana cake, butterscoth cake and many more.

Our Cake Cafe also does some marketing to entice customers to stop by our cafe. These include distributing brochures, promoting promotions for customers. This is to invite customers who want to enjoy the cake coming to our cafe. Our target audience is of all ages and people, such as busy office people buying food to go for a meal on the way to work, hardcore cakes fans, families wishing a birthday party, and anyone who enjoys hanging out at a cafe. .

Besides, the management of Cake Cafe is not done alone without help. It is set up with a number of employees in divisions such as accountants, bakers, managers, finance, businesses and sales. Besides, our cake dishes are mostly healthy and are great for all ages.

We are still working together to introduce our brand to the public through facebook, instagram, tweeter and even newspaper. This is a must for raising cake lovers in this area to enjoy it.

## 1.0 BUSINESS DESCRIPTIONS

This cafe cake is set up in Selangor, Malaysia. This shop is known as the Secret's Cake Café by Secret's Cake Sdn Bhd company. We provide a cake-based food service with a variety of options in terms of taste, shape and creativity.

By the way, the business is located close to the school, office, and residential area. This area is very strategic because it is close to the area with lots of people.

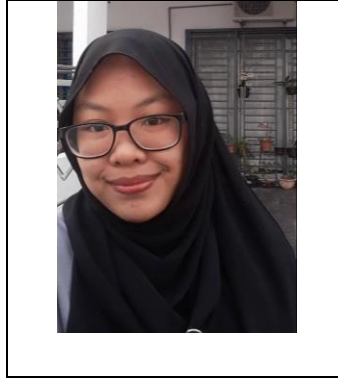
However, this area also has a lot of rivalry because it has a diversity that is well known to the public and is the focus of public attention. Among them are the sale of frozen foods, cupcakes, and several other cafes in the area.

Our target audience is of all ages and people, such as busy office people buying food to go for a meal on the way to work, hardcore cakes fans, families wishing a birthday party, and anyone who enjoys hanging out at a cafe. .

Our loyal suppliers deliver the goods to us and will be credited with credit and they will be given the utmost confidence and confidence to remain our regular suppliers.

We have several employees working with us, accountants, bakers, managers, finance, businesses and sales. Their service is to ensure that the products we provide are of the best quality and reasonably priced.

## 2.0 OWNER DESCRIPTIONS



<b>Name of Owner/Partners</b>	Siti Nur Masitah Bt Mohd Ishak
<b>Identity Card Numbers</b>	920405145260
<b>Permanent Address</b>	No. 09 Jalan Samudera Utara, Taman Samudera 68100, Batu Caves, Gombak Selangor.
<b>Correspondence Address</b>	No. 09 Jalan Samudera Utara, Taman Samudera 68100, Batu Caves, Gombak Selangor.
<b>E- Mail</b>	masitah050599@ gmail.com
<b>Telephone Number/Fax Number</b>	01121730273
<b>Date of Birth</b>	05 April 1992
<b>Marital Status</b>	Single
<b>Academic Qualification</b>	UiTM B.B.A. in Finance
<b>Course Attended</b>	Business administration
<b>Skills</b>	- Good communication and writing skills - Good in problem solving, organizational skills - Good in computer using
<b>Experiences</b>	One year as Café part time
<b>Present Occupation</b>	General Manager of Cake Cafe
<b>Previous Business Experience</b>	None