



UNIVERSITI TEKNOLOGI MARA

ENT300
FUNDAMENTALS OF ENTREPRENUERSHIP

BUSINESS PLAN
LA' AMOR CAKE HOUSE

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MARCH 2014

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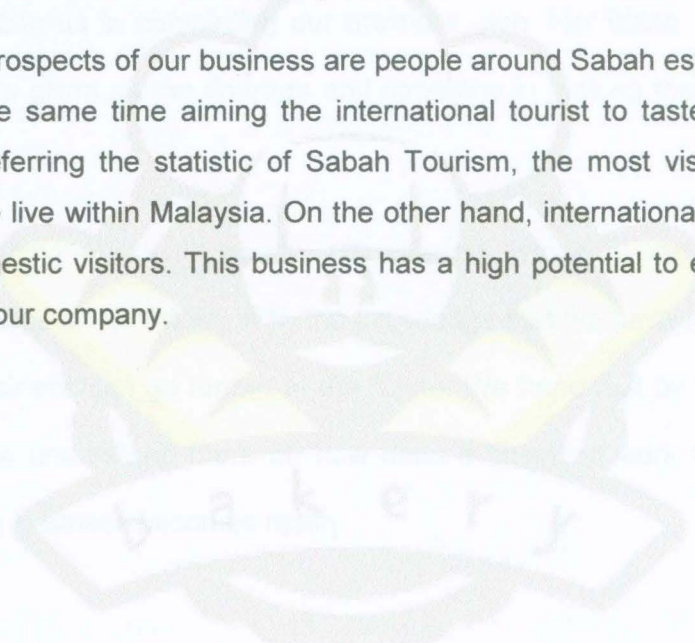
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1.1 EXECUTIVE SUMMARY

The name of our company is LA' CAKE HOUSE. Cake House is a business that provides services to the customer. For example, food and drink care services

Our main office is located at MetroTown Kolombong, Lorong Metro 4, Blok G, Ground Floor 0-1 88300 Kota Kinabalu Sabah we expect to start up our business on January 2014. With the reference of government of Sabah there are 3.12 million people in Sabah. On the other hand based on the scientific research the shop will growth with a good profit and the service will be develop each year so, we are taking this opportunity to start a business related to cake/bakery services

The future prospects of our business are people around Sabah especially Kolombong area and at the same time aiming the international tourist to taste our cake. This is because, by referring the statistic of Sabah Tourism, the most visitors to Sabah are people who are live within Malaysia. On the other hand, international visitors are mostly half of the domestic visitors. This business has a high potential to expand and bring a good image to our company.



LA' AMOR CAKE HOUSE

1.2 INTRODUCTION

Cake house is a place that a people can get the services for good quality of cake which offered a best price and delicious taste.

Cake is a form of bread or bread-like food. In its modern forms, it is typically a sweet baked dessert. In its oldest forms, cakes were normally fried breads or cheesecakes, and normally had a disk shape. Determining whether a given food should be classified as bread, cake, or pastry can be difficult. It is an interesting fact that scientists tell us hair is as strong as aluminium, can hold one third its weight in absorbed moisture and can be stretched to one and a half times its length, when wet another fact is cutting can help your hair grow longer than it could before, but it doesn't make it grow faster.

The name of our business is La' Cake House. We choose this business because it is a very viable business plan based on the following facts:

1. This business is new in the market to people from all ages.
2. Besides providing a cake services, we also provide a drink menu, also provide wifi to surfing the internet for those customers comes to our shop
3. This business will start every day and only close for any public holiday.
4. Based on our observation and experience and some interview some people may like to get a good quality cake that can get the difference taste to people.

LA' AMOR CAKE HOUSE