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Principles of Entrepreneurship (ENT530)

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EXECUTIVE SUMMARY



Figure 1: Photo of Kek Timba Viral

Kek Timba Viral was established in 2019 and located at Behrang, Perak. Kek Timba Viral is the one and only cake's business that already has 25 flavours with the same price. Our Kek Timba Viral target group of our customer certainly are cake lovers. We also have many agents all around Malaysia that sell Kek Timba Viral with the same price. Because of that, we always try to increase our selling by providing various types of flavours that can avoid our customers feeling bored with the same flavour. Additionally, our business always offers and maintains the affordable price to our customers. Other than that, Kek Timba Viral also takes and accepts any amount of booking of our cake even with the large quantity. Normally, our business gets orders from customers as a door gift to guests and so on.

Moreover, our objective of business is to assure a high number of customers buy our cake and satisfy with our product quality. Kek Timba Viral targeted to create a better brand name through more promotional works and establishing a stable position in customers' mind by using effective advertising especially using media preferred by the target market. Because of that, our strengths of business are a strong product that is supported by the best quality, affordable price, and good services. However, our business also faces competitors that sell the same product, which is cake such as cupcake business, homemade cheesecake business yet, it is a normal thing we need to face when handling business. We take that as a healthy competition to improve our business to be better in the future.

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