



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)

NAME OF COMPANY: *CHACHA CAKE HOUSE*

TYPE OF BUSINESS : *BAKERY*

PREPARED BY;

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Executive Summary

ChaCha Cake house is a business that focusing on the bakery which to serve and satisfy the customer taste and expectation. Our mission for our bakery is to becoming the successful which is the best among another bakery and be a well known bakery whether internationally and domestically by producing and assure that our quality for the product is good and meet what the customer expected.

Our business "ChaCha" is a private limited company business that involved 4 people to run our business. Before establish our business, each of the partner need to contributed RM21304 as stated in the agreement. ChaCha Cake house is a bakery that produce and sell bread, croissant,tart and cakes which every student and working people will mostly need to find the simple and affordable food to fill their own stomach. Our Business was formed on 1st January 2019. However, our bakery is located at the shoplot in Jalan Desa Ilmu in Kota Samarahan which is the strategic place for the population in Samarahan to buy and enjoy our product.

For the position of the top management for our bakery is consisting 4 members which is, The General Manager and Administrative manager is Abang Hamizan bin Abang Mohamad, the Marketing Manager is Danial Fitri bin Rakawi, as for Operational Manager namely Rafiq Syahmi bin Arifin and lastly the Financial Manager is Mohamad Nadeem bin Arbi. Besides, we also recruited 5 people which includes assistant for each manager except for Financial Manager, clerk under Administrative Manager, cashier under Marketing Manager and bakery assistant for Operational Manager to help in run our business also for the process in making and set up our products such as bread and cakes to be ready to serve for the customer.

1. Introduction



CHACHA CAKE HOUSE

ChaCha Cake House is our bakery name and the type for our business is private limited company which is consist of 4 managers or in the other words co-owners. Our bakery is selling and produces different kinds of cakes, breads and croissant. We use the raw material that we obtain from the supplier to make the breads and cake with its procedures. The reason that we choose "CHACHA Cake House" as our bakery name is because we take from the beautiful and popular actor in Malaysia that inspired us in making of the name for our bakery. The cupcake house which is the logo of our bakery symbolized that our bakery provides unique flavour and variety design of cakes in order to meet the satisfaction of the customer as well as expectation. The employee and employers will treat and serve the customer with the best and courtesy with friendly and respect.

ChaCha Cake House is located at the shop lot at Jalan Desa Ilmu,94300 Kota Samarahan, Sarawak nearby Aiman Mall. We choose Desa Ilmu because it is a strategic location for the student and the people around Kota Samarahan as well as Kuching to go buy our products since it is nearby the universities and the bus are provided for the student to go to our bakery and our target customer is the students in Kota Samarahan and Kuching and also the working people in the industries and office. Furthermore, our bakery sells the unique flavour for each type of bread with a reasonable price for the products.

We produces a various type of our products in order to sell the bread and cakes based on our creative and innovative design toward the products which ensuring the quality bread is baked at a suitable temperature and Celsius. Our bakery is a best place for the student who seek for their simple food and easy to consume at the low cost budget by not wasting their time to go to other place.

2. Purpose of the business plan

The purpose of this business entrepreneurship plan is it is important as the first step as a module for your business. Business plan is important to a new company like ChaCha Cake House as it can help to increase our business longevity in the market.

The purpose of doing this business plan are:

- i. To be a guideline for us in the planning, managing, controlling as well as handling our business so that the process of handling management, budget, financial forecast and strategies can be done with no hassle.
- ii. To become a master plan of an organization that is necessary to calculate budget and set up financial outcomes for our business in a proper way to achieve the goal for our company.
- iii. To overcome our weakness and problems that arise for our business by comparing from the actual performance with the master plan in order to settle and oversee if there is any differences and unwanted situation.
- iv. To complete the procedures and format in order to fulfill our project ENT300 which is Fundamental of Entrepreneurship.

2.1 Introduction to business

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|---|--|
| I. Name of business | :CHACHA CAKE HOUSE |
| II. Nature of business | :Bakery |
| III. Industry profile | :Private limited company |
| IV. Business location | :Jalan Desa Ilmu, 94300 Kota Samarahan, Sarawak |
| V. Date of commencement | :1 January 2019 |
| VI. Factors in selecting the proposed Business | : We offer unique flavour for each bread and cakes. |
| VII. Future prospects of business | : To be a respected and well known bakery in the eyes of the worlds. |