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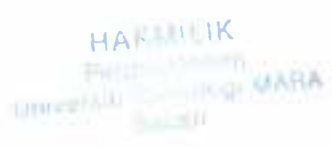
BUSINESS PLAN  
DAILY PIE CAFE

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## EXECUTIVE SUMMARY

We are starting our own business as partners, and all of us decided to call our business as Daily Pie Café. Our main activity of business is producing and selling pies for any occasion. There are several departments in our business which are administrative department, marketing department, operational department and financial department. Each of us heads the department while one person acts as the General Manager, which head of the entire department in our business. We started this business by applying for loan and each of partners been approved for having with the amount of RM20, 000.00.our office located at Alamesra phase2, Kota Kinabalu, Sabah. The reason for choosing this place because it's a highly developed area, that is why we tackle this business opportunity to established business.

## **1.1 INTRODUCTION OF BUSINESS**

The name of our company is daily pie café. As we all know, there is no café in Sabah that specialize in producing pies as their main product, whereby the nature of daily pie café is producing delicious, nutritious and variety taste of pies. Pies will be the main product of daily pie café. Our café would like to fulfill people cravings for a delicious pie that will surely make them to come again and buy some more truly memorable taste of daily pie café. Our café will be the first café in Sabah that specialize in producing pies. Therefore, this situation gives opportunity for us to become the first, the best and the highest demand for pies.

Daily pie café located at Alamesra phase 2. Alamesra is a strategic location for our café because of its environment whereby Alamesra is surrounded by people from three main areas which is the Sepanggar area Tobobon area and Menggatal area. In addition, our café location is near to the raw material and suppliers. Besides that, the transportation is very easy to get at this area because there is always public transport available. Daily pie café is a new business in Sabah therefore we have to find the most suitable price of rental that located at strategic place which is the why we choose Alamesra because the place is strategic and the price rentals is affordable.

Our target market is people around Sabah and the resident of three main area which is the Sepanggar, Tobobon and Menggatal. Our potential prospects are the resident of Taman Permai, Taman Kuala Menggatal, and kg. Lokub, Taman Sri Maju, resident of university apartment, student of UiTM, Politeknik, UMS, people who work at Alamesra and people that interested to buy our pies. In long term, we would like to expand our business to Sarawak and east Malaysia. Hopefully, with the success that we trying to achieve, Daily Pie will be introduce to Brunei Darussalam because we would like expand our business in the international business arena

Daily pie café will be expected to operate on September 2016. The reason we choose this specific dates is because we want to discover more on this type of business industry, identify the most suitable target market and the best supplier. Besides that we want do some research about the location and people interest in this pie.