

DAMIRA CAKE & BROWNIES



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SUDU KECIK ENTEPRISE BUSINESS PLAN

No 300 Pusat Bandar Melawati, Lorong Selangor Taman Melawati

53100 Kuala Lumpur

PREPARED BY :

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1. EXECUTIVE SUMMARY

Damira cake & brownies is a new company that operated in Malaysia. The name of this company is come out from the imagination by the partnerships members. It shows that how we positioning our products in customers mind until they can remember our company's name, simple easily to pronounce.

As for the business, we are providing a special, delicious cookies and cakes for the Malaysian. As we go thru with the changes of environment people nowadays don't put on simple food on their own daily meals. So our surveying's we conclude that we are going to provide the Malaysia with to be the first choice of customers and become the favorites bakery shop in Taman Melawati. This will be accomplished by serving a variety of delicious and generously portioned our product at moderate prices. Our customer will be served by friendly, knowledgeable people that are dedicated to providing excellent customer service.

We are starting the business with the total capital of RM53, 086.00 and all of the partners ate contributing RM 10, 00.00. We have four workers that is general manager, marketing manager, operating manager and financial manager.

Our market target of customers characteristic is come from all income level, and for all of the customer's level of ages. Even children also can effort to buy our products.

We are believed that we will be able to achieve our business goal with our business financial position statement. We will get our return modal within short time and our current ratio will cover liabilities and put our business in comfort stage with the highest.

1.1 Introduction

Damira cake & brownies (DC&B) is a start-up bakery retail establishment located in Pusat Bandar Melawati, Lorong Selangor Taman Melawati 53100 Kuala Lumpur. Damira cake & brownies expects to catch the interest of a regular loyal customer base with its broad variety of bakery products. The company plans to build a strong market position in the town, due to partners industry experience and milk competitive climate in the area. DC&B aims to offer its products at a competitive price to meet the demand of the middle to higher-income local market area residents and tourists.

The reasons why we choose this type of business are:

- i. There is a high demand from consumer for food
- ii. The business gives the high profit to the company
- iii. We can come out with a lot of idea regarding our bakery business. It also can show and increase our creativity to attract more customers.
- iv. We believe in the fact that people love to eat. This fact will increase our opportunity to gain a lot of profit by producing what customer really wants.

1.2 Purpose

The purpose of the Business Plan is to contain all of our product information, manpower and financial estimates and our plans for the future. As look to grow our business, we should refer to our business plan, according to the Small Business Administration. When we decide to make changes to our business, those changes should be reflected in our business plan. When we make updates to our business plan, we get to see how our proposed changes will affect your entire business. The business plan reminds us of why we started our business in the first place, what the original goals were and how business changes will affect our original vision.

As we start our business, and even as the business moves along, we will constantly need to concern ourselves with financing our business. Financing concerns begin with the start-up costs and then continue with business expansion and new product development. When we look for outside financing, one of the first things the investor will want to see is our business plan. Private investors, banks or any other lending institution will want to see how our plan on running our business, what we expense and revenue projections are and whether or not our plans for the future are attainable with the business we have created. All of this can be answered by a well-written and thorough business plan.