



## ROTILICIOUS BAKERY SDN BHD

Faculty : FACULTY OF BUSINESS AND MANAGEMENT  
 Program : BACHELOR OF BUSINESS ADMINISTRATION  
 (Hons) HUMAN RESOURCE MANAGEMENT  
 Program Code : BM243  
 Course : PRINCIPLES OF ENTREPRENEURSHIP  
 (ENT530)  
 Course Code : ENT530  
 Semester : SEMESTER 6  
 Group Name : NBH6B  
 Group Members :

NAME	MATRIX NO
1. MAZLIANI BINTI MOHD MUSLIM	2016790553
2. NORSHUHADA BINTI SHAARI	2016867322
3. NURUL FAZILA BINTI GALA	2016884554
4. NURUL SHUHADA BINTI NOORZAMBRE	2016212922
5. FATIN SYAFIKAH BINTI ABD HADI	2016798445

### PREPARED FOR:

MADAM ZANARIAH BINTI ZAINAL ABIDIN

### SUBMISSION DATE

25/05/2019

## **EXECUTIVE SUMMARY**

The Roticious Bakery runs a business that provides a variety of breads and a wide range of consumer-friendly cakes. We will develop a shop located at Bandar Baru Bangi which is a student and worker attraction and residents around the synch available in that area. We will create an indoor seating service where we will provide a place with a theme like garden to relax and eat for our customers to enjoy our sale. In addition, we also make custom bread and cakes for festival, anniversaries and others.

Our business uniqueness is to providing various types of bread that can attract customers who like something new and unique and look good on the external look or appearance of the food. Preparation of bread that reinforces the taste of cake base and topping combination. Providing a wide range of breads and cakes are to attract customer in that area especially student and workers. We also provide a theme like garden for our customer to relax and enjoy the environment of our bakery.

Given that our store is located in the Bandar Baru Bangi, our sweet and attractive product looks capable of eliminating the stress of students and workers in their work. The atmosphere of our store which has a garden theme area can attract more customers not only among students and workers, crowded residents can also come to our store to enjoy the best service from us. The competitive advantage, the advantage of making bread and cake is that easy to run and has low set up cost compared with other business. For instance, the raw material is easy to get and it is also save time to produce the product. The management team consist of 5 lead workers. Our workers have extensive experience in finance, businesses, sales and financing. At the same time, we have experience worker in bakery industry. Five partner will be take role responsibility together instead difference duties and portfolio of partners.

This document will demonstrate the need for a business such as in the center of Bandar Baru Bangi and its chances for a success. Anticipated financing is RM.40,000. With this financing, it will help to ensure that the business starts with the New Year. Anticipated sales are RM 432,895.34 for the first year, RM 476,184.87 for the second year and RM 497,829.64 for the third year. This is based the history of sales our competitor.

## TABLE OF CONTENTS

<u>Contents</u>	<u>Page Number</u>
<b>I. Cover Letter</b>	<b>2-4</b>
<b>II. Executive Summary</b>	<b>5-6</b>
<b>III. Introduction</b>	<b>10</b>
<b>1.0 Company Profile</b>	<b>11-12</b>
<b>1.2 Business Background</b>	<b>13</b>
<b>1.2 Vision and Mission</b>	<b>13</b>
<b>1.3 Organization Chart</b>	<b>14</b>
<b>1.4 Company's Logo</b>	<b>15</b>
<b>1.5 Partner Background</b>	<b>16-20</b>
<b>1.6 Location of Business</b>	<b>21</b>
<b>2.0 Environmental Industry Analysis</b>	<b>22</b>
<b>2.1 Market Segments</b>	<b>23-24</b>
<b>2.2 Competitive Environment</b>	<b>25-26</b>
<b>2.3 Barrier Entry</b>	<b>27</b>
<b>2.4 Strength of Competitor</b>	<b>27</b>
<b>2.5 Sustainable Advantages</b>	<b>27</b>
<b>2.6 Pricing Issues</b>	<b>28</b>
<b>2.7 Economy</b>	<b>28-29</b>
<b>2.9 SWOT Analysis</b>	<b>30-31</b>
<b>2.10 Issue Analysis</b>	<b>32-33</b>
<b>2.11 Mission, Vision and Values</b>	<b>34</b>

## INTRODUCTION

Rotilicious Bakery is a business that will run makers, receive orders and distributor of bakery based product such as bread such as croissant, focaccia, crumpet and various types of breads. Not only that, we also provide a variety of cake. Business is strategically located in the area of Bandar Baru Bangi. Rotilicious Bakery will first and foremost provide delicious baked goods, with an emphasis on healthful indulgence. By providing organic, gluten-free and vegan baked goods. Not only that, when looking at our country's economy today it is not easy to run the business. The idea of opening the Rotilicious Bakery is to increase our team incomes impartially in the future. It all comes from the hobby of one of us who loves to make a bread and cake in the spare time so she has put her idea to build Rotilicious Bakery and businessmen involved in starting our business plan are Nurul Fazila Binti Gala, Mazliani Binti Muslim, NorShuhada Binti Shaari, Fatin Syafikah Binti Abd Hadi and Nurul Shuhada Binti Noorzambre.

## **1.0 COMPANY PROFILE**

### **Name of Business**

- Our company's name is Roticious Bakery Sdn Bhd. We use the name "Roticious Bakery Sdn Bhd" as our company's name because we want to make a delicious bread and cakes in the bakery industry in Bandar Baru Bangi.

### **Nature of Business**

- Our main activity is bakery. We make a several type of bread such as croissant, focaccia and crumpet. We also make a several type of cakes such as fudge cake, Blueberry Chocolate Cake and Strawberry cake. Our main product is breads.

### **Location of Business**

- The premises are located at A-5-1 Jalan Ostia Utama, Bandar Baru Bangi, 43650 Selangor. The chosen location can be considered as strategic since it is near to the town of Bandar Baru Bangi. It is also near the college.

### **Date of Business Commencement**

- We have registered our business on 30 May 2019. Our business start to move on 1 January 2020 and this date same as our company date of commencement.

### **Future prospect of the business**

- Our future prospect is we want to be the first choice of customers and consumers in the bakery industry in state of Selangor also around in Malaysia. Next, we will produce the highest quality bakery product and will continuously improve all aspects of our business and product. Lastly, we will create a standard quality in the bakery industry by using the latest equipment and technology to compete with other competitors.