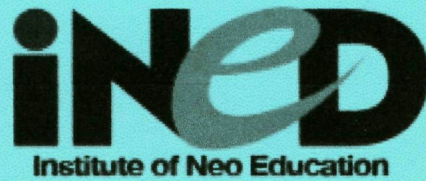




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**UNIVERSITI
 TEKNOLOGI
 MARA**



FACULTY OF BUSINESS MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONORS) HUMAN RESOURCE MANAGEMENT ENT 530 - PRINCIPLES OF ENTREPRENEURSHIP

BUSINESS PLAN (BAKEGHI AND PASTEGHI)

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65 + 3 = 68

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EXECUTIVE SUMMARY

Bakeghi and Pasteghi is a halal café that will attract more bakery and pastry lovers. The cafe was located at No 8, Jalan Puteri 1/6, Bandar Puteri, 47100 Puchong, Selangor.

The location chosen based on few factors such as demography, social, physical and others potential in this area. By observation, this location is very strategic location which attracted more prospective customers to buy our delicious bakery and pastries. This business was chosen because the location is surrounded by youngsters, working people, and modern citizens that like bakery and pastries in this era. Bakery and pastries nowadays can be an instant or grab-to-go food for them while dealing with some errands. It will be easier for Bakeghi and Pasteghi to engage their customers.

The total of project implementation costs is RM 186,132.85 The cafe apply loan of RM 100 000 from Bank Rakyat Malaysia. The owner contributes RM 87,955.85 to the cafe. The cafe net profit from year 1 to year 2 improve every year.

The cafe is equally owned and managed by its four partners. Although the café is a brand-new bakery and pastry in the market, we want to serve the customers with the best quality over quantity. Plus, we believe that this café will grow in the future and will be loved to all the bakery and pastry lovers.

1.0 INTRODUCTION TO THE BUSINESS

1.1.1 Name of the Company

Bakeghi and Pasteghi

1.1.2 Nature of the business

A cafe that serving trend and up-to-date bakery and pastry such as shortcrust pastry, filo pastry, choux pastry, flaky pastry and puff pastry. Our nature of business suitable for working people, student or even modern folks to come and dine in at our cozy cafe.

1.1.3 Industry Profile

From observation, bakeghi and pasteghi has become a favourite choice of food amongst Malaysian society specially to celebrate a birthday party for someone and got many choices of bread and appetizer such as cream puff and pavlova.

1.1.4 Location of The Business

Bandar Puteri, Puchong, Selangor.

1.1.5 Date of Business Commencement

15TH January 2020

1.1.6 Future Prospect in The Business

Open two or more outlets in the other places especially at targeted places in town or urban area where there are many people will come to our physical store and give it a try to our pastries.

1.2 PURPOSE OF PREPARING THE BUSINESS PLAN

The purpose of the business plan is to apply a loan of RM100 000 from Bank Rakyat Malaysia.

1.3 BUSINESS BACKGROUND

Name of The Business	: Bakeghi and Pasteghi
Address	: No 8, Jalan Puteri 1/6, Bandar Puteri, 47100 Puchong, Selangor.
Telephone Number	: 017-5611114/03-80608555
Email	: bakeghiandpasteghi@gmail.com
Form of Business	: Partnership
Main Activity(S)	: Bakery and Pastry Cafe/ Self services
Date of Business	
Registration	: 1 st January 2020
Date of Commencement	: 15 th January 2020
Project Cost	: RM 1 87,955.85
Initial Capital	: RM 87,955.85
Amounts of Loan	: RM 100, 000
Name of Bank	: Bank Rakyat Malaysia
Bank Account Number	: