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ENT 300

FUNDAMENTAL OF ENTREPRENEURSHIP

ASSIGNMENT TOPIC:

Project 3:

BUSINESS PLAN

(Bakers Passion Bakery)

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EXECUTIVES SUMMARY

First and foremost, for the third assessment for the subject of Fundamental of Entrepreneurship (ENT300) which is business plan, students are required to form a group consisting of several members and need to create a business partnership. Therefore, my group of 6 members, namely Maisarah, Fatin, Nabila, Aisha, Hana, and also Aishah agreed to create a bakery named "Bakers Passion Bakery".

Generally, this bakery is just a small shop that sells and accepts orders for cakes, breads, muffins, macaroon and many other desserts. We also provide various types of coffee such as cappuccino, latte, Arabica and so on to customers as there are many coffee lovers in Malaysia. This bakery has a concept of elegant style but quite relaxed so that customers are comfortable and calm when entering this shop. The location of the "Bakers Passion Bakery" bakery can be said to be quite strategic as it is located in a relatively developed area and is inhabited by many residents from various walks of life. Although there are also other bakeries established here, our bakery has a different environment and taste, where the ingredients we use in the production of these desserts are healthy and high-quality ingredients. This is because we are very concerned on the customer satisfaction in every single bite of the desserts prepared by us.

In the meantime, the idea for the opening of this bakery began to emerge because each of us has our own expertise in making desserts. With this, we can ensure that the expertise we have is not wasted and that the cooperation between us can produce such a special taste of dessert that may be beyond people's expectations.

1.0 INTRODUCTION

1.1 Business Description

Name of the business	Bakers Passion Bakery
Main products	Cake
Slogan	One Bite, One Smile
Email address	bakerspassionbakery@gmail.com
Contact number	+603-7887 3150
Facebook/ Instagram	@bakerspassionbakery
Business location	Lot 1823 Kampung Wakaf Mek Zainab, Daerah Panji Mukim Tanjung Chat 15300 Kota Bharu Kelantan.
Date of establishment	19 September 2019
Form of business	Partnership
Mission	Create a sweet memories for customers in every meal by giving the satisfaction of the taste of sweetness in every bite of the dessert that made with healthy ingredients.
Industry profile	"Bakers Passion Bakery" is a dessert cafe established in September, 2019. This bakery opened in Kota Bharu, Kelantan. This bakery is a partnership business consisting of 6 owners, namely Maisarah, Hana, Nabila, Aisha, Fatim, and Aishah. This bakery makes cakes as their basic product. However, they also provide several other types of desserts such as muffins, donuts, macaroon, biscuits and so on as well as various types of coffee, namely cappuccino, latte, Arabica and others. Among the specialties of this bakery are, we use quality and healthy ingredients.
Factors in selecting the proposed business	<ol style="list-style-type: none">1) Use and improve our talents and skills in making this dessert.2) Create a bakery that produces desserts that are full of flavour and can achieve the satisfaction of customers who eat it.3) Intend to provide healthy desserts by using quality and nutritious ingredients.