



اَوْنِبُوْ رَسِيْتِيْ بِاَتِيْكَوْ لُوْ كِيْ مَارَا
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TEKNOLOGI
MARA

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EXECUTIVE SUMMARY

Scrumptious Kek Batik is a business that offers the well-known Malaysian cake known as “Kek Batik.” The objective for the existence of our company is to serve our clients with a sweet and savoury flavour, much as our motto, “a cake so yummy, it will fill your tummy.” Kek Batik by Scrumptious Kek Batik is a handcrafted product prepared with excellent materials to meet the tastes and preferences of clients.

As the flavour of kek batik is ideal and excellent for all ages, be it children, adolescents, or adults, our business concentrates on a wide variety of ages. In our business, our major goal is to become the first option of our consumers. To guarantee that we are the finest among all Malaysian enterprises, we wish to attract our consumers by just giving the best and greatest flavour of a kek batik. Finally, Scrumptious Kek Batik is a viable product that may be spread to a variety of locations as the firm grows and operates.

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2.0 INTRODUCTION OF THE BUSINESS

2.1 NAME AND ADDRESS OF THE BUSINESS



Scrumptious Kek Batik Official Logo

The name of this business is Scrumptious Kek Batik as we want to emphasize the deliciousness of kek batik to the customers. As we all know, scrumptious means extremely delicious and kek batik is a very popular and mouth-watering dessert in Malaysia. Hence, this is why Scrumptious Kek Batik exist as we want to make a memorable name for our business so it will be easier for the customers to remember it. Kek Batik by Scrumptious Kek Batik is a homemade product and the texture of the kek batik is very soft as it is made out of premium ingredients in order to satisfy customers' tastes and preferences. The ingredients are the key distinction between this kek batik and other kek batik since this kek batik has its own sweetness and savoury flavour.

Scrumptious Kek Batik is a business that is established and own by Khairunisa as its nature of business is Sole Proprietorship which located at No. 62, Jalan Khamis 20/ku8 Taman Meru Makmur, 41050, Meru Klang, Selangor. This business has been operated since March 2021. We chose Kek Batik as a selling product for our business is because Kek Batik is widely-known among Malaysian and we want to go out of our comfort-zone by trying out something new such as starting this business. Moreover, as for our target market, Scrumptious Kek Batik has set to focus on all range of ages as we know everyone loves Kek Batik.