



UNIVERSITI TEKNOLOGI MARA

ENT 300

FUNDAMENTAL OF ENTREPRENEURSHIP

TASTY EATING PROPOSAL

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EXECUTIVE SUMMARY

Tasty Eating is a company inspired by the delicious of a cake and for century its already in the market. Nowadays, human not only need basic food to eat, but also they need some sweet to balance their chain food, also human always need some sweets in doing any event and here we are, TASTY EATING that provides them with the most tasty and delicious cake for them who like sweets without spending so much money and feed their guest with delicious deserts.

Our office located at Asia City which in our observation is a strategic place to set up our business. Asia City is near with Hotels, Office, Restaurant and PusatKebudayaan which is will become the most profitable and reliable prospects. We expect our business will be start on 1st January 2014. Sabahan people or society usually celebrate 6 festival per year which is usually will be held in big event and involving many guests. Event organizers will always looking for a cheap price but effective alternative in order to provide good quality of deserts to all the guest, which is our objective.

Our business prospect in the future will be all people around Sabah and will slowly expanding and providing our service around the world. Cakes businesses have great potential in Sabah and Malaysia because of its portability and low price in providing cakes and desert in any event held.

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1. INTRODUCTION

The name of our company is Tasty Eating. Tasty Eating is a business that produce and provide the best quality cake as well as tasty that can be enjoyed by all people call over the world. For example, by taking an order of cake for any event or occasion with other product that customers need. With the reference of Sabah Cake Manufacturing Statistic, there are big opportunities to open this kind of business nowadays. So, we are taking this opportunity to start a business related to Baking Management.

Our target customers are people around Sabah and at the same time aiming the international tourist. This is because, by referring the location our shop, it have a strategic place and many visitors around there, this is because our shop is near with Hotels and so on.

Our business will operate at the Asia City, Kota Kinabalu. We choose Asia City because it is the place where most of the working society, agency, Hotels and foreigners located there.

This business has a high potential to expand. We are prospecting to increase 1% and 4% sales of our business on second and third year respectively.

TASTY EATING