



**UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH
KAMPUS SUNGAI PETANI
INTRODUCTION TO ENTREPRENUERSHIP ETR300**

**D'AROMA CAKES AND BISCUITS INGREDIENTS
STORE**

PREPARED BY: PA 15

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KEPADA SESIAPA YANG BERKENAAN

Tuan/Puan

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Pihak kami amat berbesar hati sekiranya pihak tuan/puan dapat memberi kerjasama yang sewajarnya kepada penama berkenaan.

Sekian, terima kasih.

Yang benar

MAZNAH WAN OMAR
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INTRODUCTION

D' Aroma Cakes and Biscuits Ingredients Store was establishing on 1 January 2003. As the name itself, our scope of business is to be a (supplier) retailer. We also provide a delivery services for the big amount of ingredients that was bought from us. As a new company, we decided to start our business with basic ingredients and materials such as flour, butter, baking powder and etc. Lack of participation from Bumiputera convinces us that this business is worth to involve. In addition, the opportunities and chance to gain profit from this type of business is very reliable. Many cakes and bakery house like Nova, Peladang, Fairy, Arisya and Aishah Cakes House provide a good investment for the company. Furthermore, the implementation of this business proposal can convince several parties.

i. Partners

To ensure the partners to be confident with their investment in this field. Together we gain profit from this business involve. It also a business guideline to be still in the right track in the business.

ii. Customers

The company trying to fulfill the customer need and want in bakery field. With the business services and product offered by our company, we strongly believe that the objectives of the company can be reach.

EXECUTIVE SUMMARY

As 21st century approaches, our country is stepping closer towards the realms of business development. Thus, more Bumiputera are encourage to put a hand together to make it comes true. In addition, the involvement of the Bumiputera are still low in the bakery field as more of them are prefer to open the cakes house. With this opportunity, we decided to open the;

D' AROMA CAKES AND BISCUITS INGREDIENTS STORE

The company is form as Partnership Company and will be start on 1st January 2003. The scope of the business is to supply cakes and biscuits ingredients and delivery services.

The location chosen by our company to run for the business are base on several reasons such as, the area are fully provided with good basic infrastructure facilities listed as electricity, water, telephone line and transportation linked like PLUS. The business premise also providing a good infrastructure and marvelous condition in order to locate our business materials. Depending on composition worth to 200,000 of population in this area, we were expected for a high demand for the ingredients especially during the festivals seasons.