



Faculty of Computer and Mathematical Sciences

UNIVERSITI TEKNOLOGI MARA KELANTAN

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ENT 300

BUSINESS OPPORTUNITY

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DUE DATE:

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1.0 Executive Summary

CakeEat is a dessert product and services for customers, providing a variety of desserts such as Kek Batik Indulgence, Roti Kukus, Cookies, Western Food. But the highly ordered by customers were Batik Indulgence Butter Cake and Roti Kukus Rainbow. CakeEat gives high satisfaction to customers and consumers.

Besides, Cake Eat's customer is from a middle and low class such as a student or nearest resident who wants to try and craving the product at an affordable price of the product. CakeEat also targeting busiest workers, nearest residents, and students who don't have any transportation because we have also had delivery services of our product to the customer's home. CakeEat offers a variety of dessert that give the customer craving about CakeEat's products. The products that been provided using the premium ingredients.

Owner's Description

<i>Name of Owner/Partners</i>	Anis Sudin
<i>Identity Card Numbers</i>	
<i>Permanent Address</i>	
<i>E- Mail or business link</i>	https://linktr.ee/cakeeat
<i>Telephone Number/Fax Number</i>	011-39139098
<i>Date of Birth</i>	
<i>Marital Status</i>	Single
<i>Academic Qualification</i>	Diploma
<i>Course Attended</i>	Diploma of Computer & Mathematical Sciences
<i>Skills</i>	<input type="checkbox"/> Communication Skill <input type="checkbox"/> Financial Skill <input type="checkbox"/> Computer Skill

2.0 Project Description - Before Activity

Company Background

CakeEat is the name from the owner, Anis Sudin which is only 27 years old, and I am the share partner of her company and im 20 years old. Anis Sudin have a big and bright dreams to the future. CakeEat has started since 1st June 2020 and received a high response from the customer and to taste our products.

Name Of Organization : CakeEat

<i>Business Address</i>	https://linktr.ee/cakeeat
<i>Social Media</i>	
<i>Telephone Number</i>	011-39139098
<i>Main Activities</i>	
<i>Date Of Commencement</i>	
<i>Name of Bank</i>	
<i>Bank Account Number</i>	

Organization Logo and Motto



The icon has a title CakeEat which is company name and have cupcake above as the base of this company were cakes and cookies. The color pink shows how much we share our love in all products were made and hopefully customers will loves the taste of our products.

Products and Services

CakeEat is a dessert product and services for customers, providing a variety of desserts such as Kek Batik Indulgence and Roti Kukus Rainbow. CakeEat gives high satisfaction to customers and consumers. Besides, CakeEat customer is from a middle and low class such as a student or nearest resident who wants to try and craving the product at an affordable price of the product. CakeEat also targeting busiest workers, nearest residents, and students who don't have any transportation because we have also had delivery services of our product to the customer's home. CakeEat also provided delivery and has delivery charge based on location around Selangor.

