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SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP
(ETR 300)

PÂTISSERIE

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Patisserie

every place is a marketplace



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1.0 INTRODUCTION OF BUSINESS PLAN

There are different types of business structure are treated differently in terms of what they are allowed to do, their responsibilities and liability and for taxes. As a result, when starting a business, we have to look at these important issues to make sure that the business structure we have chosen is the best one for what you want to do. This type of business is so called partnership organization business. Partnerships are unincorporated businesses. The General Manager, Administration Manager, Marketing Manager, Operation Manager and Financial Manager are the shareholders who run over this business. Partnerships distribute all profits and losses to their shareholders without regard for any profits retained by the business for cash flow purposes.

Due to that, we plan to start a business by establishing a pastry – café which will sell lots of pastries types for example cupcakes, cakes, pancakes, cookies and brownies and also different types of drinks. Patisserie is a start-up bakery retail establishment that will be located at Alamesra in the north of Kota Kinabalu town. We choose this place because it is situated in the housing, industrial, and university area where there is high population of people.

Patisserie is a French word that has a meaning of bakery that specializes in pastries and sweets. Patisserie expects to catch the interest of a regular loyal customer base with its pastry products and varieties of drinks. Our company plans to build a strong market position in the town. Patisserie aims to offer its products at a competitive price to meet the demand of the middle-to higher-income local market area residents and tourists. But instead of running just a shop, we decided to build a pastry-café so people can sit back and relax while enjoying our wide varieties of cupcakes, cakes, pancakes, cookies, brownies and drinks. We also provide baking services for occasions such as party, weddings and many more. There will also services of making our pastries as souvenir or gift as the customer wish. This business will also provide delivery service for customer who making their purchase through the telephone or through online order.



We decided to do this type of business because we want to find something different to serve people around here. There are some factors that influence us to choose this type of business. Firstly, in our business area, there are no such café as ours that provide many services along with a bakery shop. Secondly, we are targeting the student by attracting them to come into our cafe because of its beautiful decorative with delicious pastries. Next, we want to provide service of making cupcakes with beautiful decoration with absolutely delicious healthy taste as a gift and souvenir for any occasion or special day. We also want to attract children to buy the cupcakes because of its colorful decoration and healthy taste.

We will try to sell the most delicious cupcakes, cakes, pancakes, cookies and brownies available make from scratch, using the finest and freshest ingredients available. These ingredients include varieties of fruits, nuts and chocolate from all across the spectrum of your deepest hunger cravings.

We will offer a wide variety of products for you to enjoy. The cupcakes, cakes, pancakes, cookies, brownies and drinks are among the menus available in our cafe, but we are more focusing and specializing in the production cupcakes. We will provide fresh and healthy homemade menu. We are proud of the fact that everything we offer is made right here from scratch. Artificial preservatives and MSG are never used. That's what makes our shop different from others because we provide a much healthier food. Our café will provides freshly prepared bakery and pastry products at all times during business operations. Six to eight moderate batches of bakery and pastry products are prepared during the day to assure fresh baked goods are always available

We believe that that our business has the potential to success. This business plan will commence around early next year and will be the first pastry-café shop in Alamesra. If this proposal has been approved by the respective government agencies, people in Sepanggar to Kota Kinabalu area will get many benefits as well as the government.