



اَبُو سَيِّدِي تَبَكُّو لَوْ كُنِي بِمَارَا  
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FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

REPORT TITLE : MAD ALLURE BAKING STUDIO BUSINESS PLAN



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## EXECUTIVE SUMMARY

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This assignment 4 for course ENT 300 Fundamentals of Entrepreneurship requires us to make a business plan where we need to identify one business idea and prepare a business plan report. Therefore, we have made our decision on running a baking studio which is called Mad Allure Baking Studio. This studio equipped customers with ingredients and baking utensils, offers hands-on baking lessons, and also provides the serenity of aesthetic interior to customers who wish to consume the baked goods within the premises located in Bangsar, Selangor. Therefore, we provide the service from our business that is centralized on giving people the chance of fulfilling their need and desire for baking without costing them a fortune. This business is a partnership business type company that consists of four people who are responsible to work together as a team to ensure the success of the business. The main purpose of running this business is to be the most outstanding and established baking studio in Malaysia that celebrates all customers from all ages and thoroughly gives them our best service and sources with affordable price. Besides to earn profit and revenue from the business run according to the business plan and target. Last but not least, to introduce and give an exposure of our well-trained instructors to give an excellent service that could assist customers to learn, enjoy and instill passion towards baking. We create a marketing plan to enhance Mad Allure Baking Studio's brand presence and recognition among the wider public. As in Mad Allure Baking Studio, we advertise and promote our baking studio using both online and offline platforms such as Instagram, Facebook, Twitter, banners, flyers and so on. The reason we put so much focus on using social media platforms is that we can garner a lot of engagement and followers among users, and from there, clients can learn more about our company, as well as receive current news and information. Following that, we produced the representation for the banner, posters, and signboard ourselves, as we wanted the theme to be related to our interior and nature concepts.

## 1.0 INTRODUCTION

1.	Name of Company	Mad Allure Baking Studio
2.	Nature of the Business	Equipped customers with ingredients and baking utensils, offers hands-on baking lessons, and also provides the serenity of aesthetic interior to customers who wish to consume the baked goods within the premises.
3.	Industry Profile	A baking studio that supplies flour-based ingredients and tools for making a broad selection of baked goods such as pastries, biscuits, cakes, breads and many more.
4.	Location Business	Vacant Shop Lot in Jalan Telawi 2, Bangsar, Wilayah Persekutuan Kuala Lumpur
5.	Date of Commencement	1 April 2022
6.	Factor in Selecting the proposed the Business	Most people often have inadequate tools or ingredients in order to make their preferred desserts, pastries or other flour-based baked goods. This is due to lack of sources and sometimes they just want to bake for fun, or even just want to have a try on certain recipes that they will hope to not spend too much to get all the things needed. Other than that, it is becoming a trend now where people would only think of going to some beautiful places when they are planning to go on vacation. Instead of doing that, they can broaden the ideas and variations in drafting their where-to-go on vacation by experiencing the baking process and all the facilities given with their friends, family and partners. Therefore, we provide the service from our business that is centralized on giving people the chance of fulfilling their need and desire for baking without costing them a fortune.
7.	Future prospect of Business	We are planning to expand our business into more branches across the state in Malaysia as nowadays, there are not many baking studios established, as well as provide the customers our best service from our well-trained employees.

*Table 1: Introduction of Mad Allure Baking Studio*