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ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP



DREAMY DESSERT DELIGHTS

BUSINESS PLAN REPORT (50%)

Prepared by

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ACKNOWLEDGEMENT

Since the business plan is a new step, particularly for teens, those who are still in school or are working part-time while studying are taught the fundamentals of business. This is because the business plan provides a passive revenue stream that helps students manage their expenses, including college tuition. As members of the chemical engineering faculty's student body on campus, we are delighted to have acquired the fundamental business knowledge that will assist us going forward. Not to mention, while we work on this report as group members, we will learn about collaboration and leadership abilities. If we decide to employ this vocation in the future, this experience will be beneficial. Put another way, by doing the assigned task on time, we also made it easier for ourselves to work as professionals in the future. We are thrilled to extend our sincere gratitude to our beloved lecturer, who has dedicated their time and expertise to helping our team develop into a cohesive unit capable of overseeing the company plan methodically.

We would like to participate in a project that has been addressed within a specific time frame and has been authorized by other group members, such as Universiti Teknologi MARA Cawangan Johor, Kampus Pasir Gudang chemical engineering students. Even though they work in a small industry, the group members can relate to this business plan model.

We appreciate Madam Norin Hafizah's guidance in completing this project. This kind of project will be very beneficial in the future, as young people need to know this kind of information because the company is growing these days. The members of the group are eager to try this new thing and hope that everyone else will feel the same way we did.

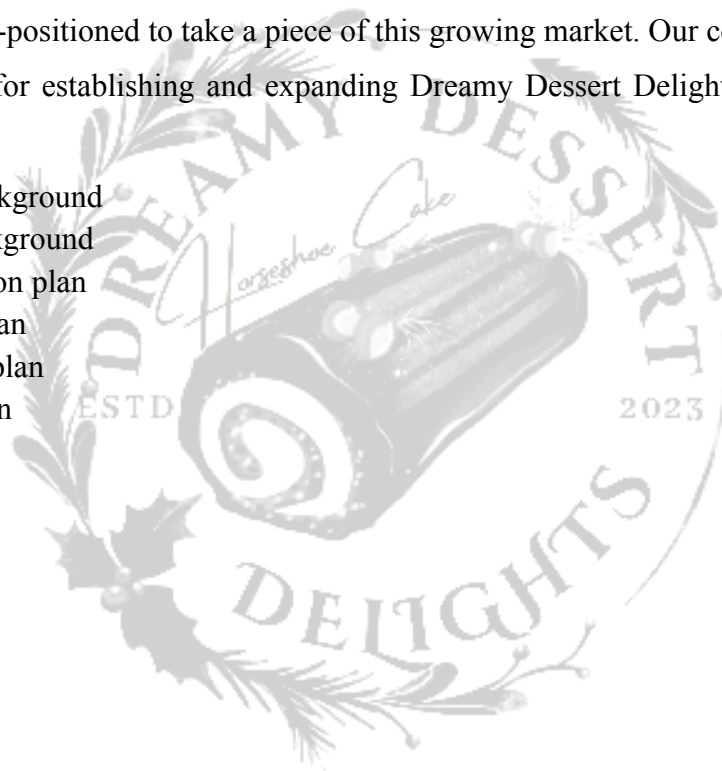
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I Executive Summary

Dreamy Dessert Delights is an artisanal patisserie specialising in the creation of magnificent Horseshoe Cakes, an exquisite and visually appealing delicacy. This bakery aspires to revolutionise the dessert experience by offering a unique product that appeals to special occasions, and people who value the blend of taste and symbolism. It was founded with a love for merging artistry with culinary perfection. The horseshoe cake market is expanding, and Dreamy Dessert Delights hopes to carve a place by introducing a signature product that appeals to horse aficionados, event planners, and people looking for a unique dessert centrepiece. With a focus on quality ingredients, personalised designs, and a dedication to artisanal craftsmanship, our company is well-positioned to take a piece of this growing market. Our concise business plan includes key goals for establishing and expanding Dreamy Dessert Delights. Key components include :

- Business background
- Partners background
- Administration plan
- Marketing plan
- Operational plan
- Financial plan



1.0 Introduction

1.1 Name of The Business

The name of our business is Dreamy Dessert Delights Cafe. The name is given because of dessert that been served in the Cafe which is *Tapak Kuda* Cake which had a dreamy taste that cannot be found in other sellers.

1.2 Nature of the Business

Dreamy Dessert Delights Tapak Kuda Cake specializes in creating and offering an extensive selection of freshly made, legally produced products with a wide range of flavors. It provides delight and flavor that most people have never encountered or tasted before. In addition, compared to other products, the Dreamy Dessert Delights Cafe offering conveys distinct sensations.

1.3 Industry Profile

Tapak Kuda Cake is a food and beverage industry that was founded in 2023 in Johor Bharu. *Tapak Kuda* cake is a cake that is filled with Nutella, Matcha, and Kinder Bueno. Adds-on drinks are also available for the customers who come to the cafe which are peach juice and coffee.

1.4 Location of the Business

The 108,600-person city of Johor Bahru was carefully selected by the corporation. Situated in a busy shopping area, the cafe, precisely at, is a popular destination for both locals and tourists. This prime position in a densely populated neighborhood not only guarantees access to a sizable community but also benefits from foot traffic because it is close to well-known business districts, enhancing visibility and reachability for prospective customers.