



اَوْبُو سَيِّدِي تَيْكُونُو كِي فَاارَا
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SWEET DELIGHTS BAKERY



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Sweet Delight's Bakery

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Sweet Delight's Bakery

Our business plan is to open a bakery which named Sweet Delights Bakery. Sweet Delights Bakery is formed by five partners namely Nur Fatimah Binti Smarn, Noor Hanisah Alyana Binti Hussin, Shazwinaamalin Binti Mohd Zaidi, Siti Hanan Binti Mohd Isa dan Nurul Izzah Binti Hanapiah.

We produce and bake different types of such as cakes, bread, and pastry. Our target market is in Bukit Bintang, Kuala Lumpur. The reason is because the demand for cakes, bread and pastry has increased over the past few years in this area. In addition, we chose the Bukit Bintang area since the competition there is not so strong, it is easy to buy raw materials and the rental expenses are cheap. Our specialty lies in various types of cakes flavours such as Exotic fruit cake, Chocolate walnut, Mille rose lychee crepe, Coffee cake, Blueberry yogurt cake and many more flavours. In addition, there are also almost ten types of bread such as Chicken floss bun, Garlic bun, Golden blueberry bun, Happy chocolate, Mini marble chocolate, Honey & sea salt croll, Spicy tuna bun, Chocolate custard bun, Coffee cap and other. Next, pastry. Among the pastry flavours we make are Hanjuku cheese tart, Tuna melt, Custard danish, Chicken pot pie and Egg tart. Additionally, we allow customers to customize their own favourite cake flavours with a few additions such as chocolate chips, crunch, moist indulgence and more. We also provide delivery service.

We forecast that this bakery will only make profit within 3 years as we need to compete with other existing bakeries. We must first know how to tackle the promotion techniques for cake lovers in Bukit Bintang, Kuala Lumpur. But, with the various types of flavour for cakes, bread and pastry, custom made cakes and delivery services, we can attract customers' attention. The estimated capital is. Each partner provides 10% capital, and the remaining 50% capital is financed using a bank loan. The capital is used to fund all expenses related to administration, finance, marketing, and operations. Machinery, equipment, and vans were also purchased using the capital provided.