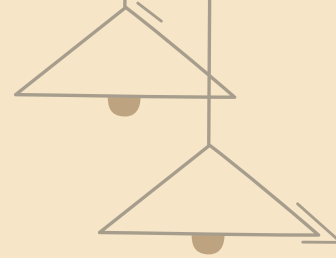


# ENT 300 BUSINESS PLAN



## GOLDEN CRUST BAKERY & PASTRY

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## GOLDEN CRUST BAKERY & PASTRY



### ***EXECUTIVE SUMMARY***

Golden Crust is a bakery and pastry company located at 180, Jalan Tun H S Lee, City Centre, 50000 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur. Since we are located in Kuala Lumpur, with a dense population of potential consumers, our choice of location is spot. Hence, Kuala Lumpur is a city area. We are a Partnership Business which comprises of our Director, Megat and the other managers who uphold great teamwork and a goal-achieving spirit in managing the company. Regarding our product, we feel great to present to you our own twist on the unique taste and appearance of our handmade croissant, which is not available on our competitors, we put the premium golden 24k gold leaf on top of our product. It is suitable for the taste and choice of Malaysians. The unique flavour and appearance of our products are successful in piquing their interest in trying our products. The reason behind setting up this business is mainly to provide fresh locally produced croissant and others pastry inspired by local flavour to our consumers in Malaysia. Our vision is to to dominate Malaysia's culinary and bakery scene by producing the best bakeries, pastries, and other delectable treats possible.



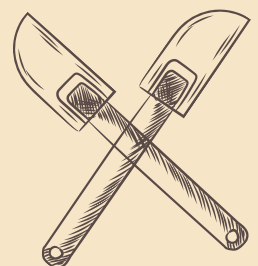
GOLDEN CRUST BAKERY & PASTRY

# INTRODUCTION TO THE BUSINESS

As the popularity of baked goods and pastries has risen over the years, numerous bakeries have launched their own distinct flavours and products to fulfil market demand. At Golden Crust Bakery & Pastry, we have embraced this trend by providing a varied selection of artisanal breads, pastries, and sweets to meet our clients' expanding tastes. Our goods varies in flavour, ingredients, and style, offering a diverse assortment to suit a variety of tastes.

Golden Crust Bakery & Pastry is more than simply a bakery; it's a place to unwind and savour our delicious speciality goods including croissants, desserts, and pastries. We seek to deliver an experience that showcases the rich flavours of cafe style food that are presented in our own distinctive style.

Recognising the importance of improving our customers' dining experiences, we have enlarged our menu to include a selection of trademark pastries, including croissants, Danish pastries, éclairs, and turnovers. Not to be ignored are our dessert dishes, which are carefully created and creatively designed to ensure that there is something for everyone.



# 1.1 PURPOSE OF PREPARING BUSINESS PLAN

1. **Strategic Planning:** The business plan helps define clear business objectives and strategies to achieve them. It outlines the bakery's mission, vision, and values, providing a structured approach to growth and development. This strategic planning ensures that all aspects of the business are aligned with long-term goals.

2. **Financial Planning and Funding:** A detailed business plan is crucial for financial planning, including budgeting, forecasting, and financial management. It helps in identifying the capital requirements and revenue projections. For potential investors and lenders, the business plan serves as a compelling case for funding, demonstrating the bakery's viability and profitability.

3. **Operational Guidance:** The business plan acts as an operational guide, detailing processes, roles, and responsibilities. It ensures that every team member understands their role and the bakery's standards for quality, customer service, and sustainability. This clarity enhances efficiency and consistency in daily operations.

4. **Risk Management:** The business plan assesses potential risks and challenges, providing strategies to mitigate them. This proactive approach helps in preparing for uncertainties and ensures the bakery is resilient in the face of market fluctuations or operational issues.

5. **Performance Measurement:** The business plan sets benchmarks and performance indicators to measure progress and success. Regularly reviewing these metrics helps in making informed decisions, adapting strategies, and ensuring that the bakery stays on track to meet its goals.

