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TEKNOLOGI
MARA**

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**FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300) BUSINESS OPPORTUNITY
ASSIGNMENT**

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Crêpe Amour Enterprise

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1.0 Executive Summary

Created by a group of dessert lovers, Crêpe Amour is set to revolutionise the dessert market with its handcrafted pancake cakes that combine Malaysian flavours with French finesse. In 11th May 2023, Crêpe Amour, which is based in 10, Jalan Metro Ainsdale 3, Bandar Ainsdale, 70200 Seremban, Negeri Sembilan, intends to formally begin operations. Creating sophisticated, delectable, and aesthetically pleasing desserts for a variety of events, including weddings, birthday celebrations, and business gatherings, is what drives our company.

Five distinctive crêpe cakes are among our signature offerings: Classic Vanilla Elegance, Matcha Bliss, Belgian Chocolate Indulgence, Yoghurt Crêpe, and Tropical Fruit Crêpe, which features regional specialities like mango and durian. Each dish is genuinely unique since customers can add unique flavours, patterns, and decorative elements to their crêpes. We offer whole cakes and slices to fit all kinds of needs. Also, we take orders for any occasion, such as weddings, birthdays, or events, as preferred by the customer. As for delivery, customers can either pick up their orders from the store or request delivery to their event venue or specified address.

In order to keep our menu interesting and different, we will also be introducing limited-edition and seasonal flavours. In order to meet important client needs, Crêpe Amour provides visually appealing desserts that are perfect for gatherings, balanced desserts that are neither too sweet nor heavy, and products with a two-to-three-day shelf life to reduce waste. In addition to addressing the market need for creative desserts that blend classic and contemporary flavours, our blend of regional flavours and global elegance guarantees a distinctive dining experience.

Our target market consists of people looking for unique dining experiences, lovers of foreign cuisine, and customers who value combinations of flavour and elegance in their meals. Crêpe Amour is in a strong position to lead the dessert sector by putting quality, innovation, and customer happiness first while providing luxuriousness with an element of creativity.

2.0 Introduction

2.1 Basic Information About the Company

a) Name of the business

The name of our business is Crêpe Amour ("Crêpe Love"). It embodies the elegance and passion we bring to the dessert industry. Inspired by the artistry of French crêpes

and the love for creating memorable culinary experiences, the name reflects our dedication to blending sophistication with innovation. "Crêpe" represents our signature product, while "Amour" signifies the care and love infused into every creation.

b) Scope of the business

Crêpe Amour specialises in creating handcrafted pancake cakes and desserts that blend flavours specific to Malaysian palates with the classic elegance of French cuisine. Signature flavours including Classic Vanilla Elegance, Matcha Bliss, Belgian Chocolate Indulgence, Yoghurt Crêpe, and Tropical Fruit Crêpe are among the products we provide. We also have the ability to customise flavours, styles, and decorations to fit business events, weddings, and birthday celebrations. Our mission is to create luxurious, aesthetically pleasing and delicious desserts that enhance any event by expertly combining innovation and tradition.

c) Location of the Business

10, Jalan Metro Ainsdale 3, Bandar Ainsdale, 70200 Seremban, Negeri Sembilan.

d) Date of Business Commencement

Crêpe Amour officially commenced operations on 11th Mei 2023.

e) Future Possibility of the Business

In the future, Crêpe Amour wants to become a leading brand for high-end desserts by growing both domestically and abroad. To accommodate a range of tastes and preferences, we intend to launch seasonal specialties, inventive presentations, and novel and intriguing flavors. To improve our services and fortify our brand identification, we also hope to form partnerships with other companies and event planners. Crêpe Amour wants to spread the love of crêpes over the world and establish a new standard in the dessert market via constant innovation and a commitment to excellence.

2.2 Purpose & Objectives of Preparing the Business Plan

i. Strategic Planning

A business plan provides a clear insight into Crêpe Amour through the redefined vision, mission, and goals. It gives the strategies to be instituted in bringing ideas into reality