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APAM DOT COMPANY

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By implementing our mind as an entrepreneur, we can see the opportunity in proposing this business in the future. With the knowledge that we have learned, we strongly believe that this business can go further in the future. We hope that by doing this business plan, we are able to understand more on how does a business work and we are looking forward to make this business becomes reality.

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1.0 INTRODUCTIONS

1.1 EXECUTIVE SUMMARY

Apam cakes is a traditional cakes that had been know widely around the country. Apam usually used to served as a breakfast cakes and snacks during tea time. Instead of being an additional cakes, Apam is also had been the most important item in preparing a 'hantaran' in wedding ceremony.

Apam Dot is the word that is derived from the word '*Apam polkadot*'. It is inspired from fashion trend of using dots in their clothes. This trend we were used is to expect to catch the interest of the customer who are exposed to the new fashion trend especially for those who had a monthly salary.

We were also providing delivery service for occasion such as party, weddings and many more. There will also service of making our Apam Dot as souvenir or gift as the customer wish. There are some factors that influence us to choose this type of business:

1. Our products are attractive in design. This is due to the development of many creative design of cakes. It is also to attract the cakes lovers to buy.
2. In our business location, there are less stall that sell as ours that specializing in baking and selling cakes products.
3. We also providing apam with beautiful decoration which are absolutely delicious and healthy taste as a gift or a souvenir for any occasion or special day.

We believe that our business has the potential to success. This business plans will commence around early this year and will be the first stall in Sulaman Sentral Menggatal which specializing on Apam cakes. By existing this product at Sulaman Sentral, it will get many benefit people in Taman Kuala Menggatal, Taman Indah Permai, Taman Bukit Sepanggar and Taman Sri Indah.