



FACULTY OF BUSINESS MANAGEMENT
ENT 530

BUSINESS PLAN
D'CIOUS CAKES HOUSE

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Table of content:

No	Content	Page number(m/s)
1	1.0 Executive Summary and Business Background	2
2	2.0 Environmental Industry Analysis	3
3	3.0 Description of venture	4-5
4	4.0 Operation and Production Plan	6-11
5	5.0 Marketing Plan	12-20
6	6.0 Organizational plan	20-33
7	7.0 Financial Plan	34-55
8	8.0 Conclusion	56
9	9.0 Apandices	57

1.0 EXECUTIVE SUMMARY

D'CIOUS company is a bakery company that is first located in Kota Kinabalu City which now have many branches within Borneo and Peninsular Malaysia. We are on the brink of penetrating a lucrative market in a rapidly-growing economy. The current trend towards an increase in the number of entrepreneurs and competition amongst existing companies, such as Multi Bake and Secret Recipe present an opportunity for D'CIOUS to penetrate the market.

Our product is the cakes and it will be positioned very carefully. They will be of extremely high quality to ensure customer satisfaction, supported by impeccable service to our customers. We use the advanced technologies in baking. The ingredients we used is 100% from natural resources without sugar additive. Our target market will be on the people who loves to eat sweet foods. However, the sweetness level for our product is changeable so people can change the level of sweetness whatever they want. This is one of the most powerful strength that D'CIOUS company have.

Our goal is become one of the biggest bakery not only in Malaysia but also among the ASEAN countries. As we expand our company, we will deliver the best taste of cake that will make every eating experience more satisfying. Our concept is more on colourful. Our sales have been currently reached 3670 units as a cumulative amount over four year operations.

This company is comprised with five people with many years of experiences in handling bakery. These five people positioned as financial manager, administration manager, marketing manager, sales manager, and operating manager. These management team have been giving their best support to ensure this business is still operating till now and become one of the most successful bakery company in the market.

2.0 ENVIRONMENTAL INDUSTRY ANALYSIS

D'cious is a local cake business that work from home and owned by 5 founders. We provide cakewith different type of flavours that people will surely love.

As we all know that cake play an important role in any kind of celebration or event such as birthday party and wedding party. However, the price of one cake is usually expensive. So, our business is to sell not only the whole cake but also provided slice of cake for sell. With this, people can have a chance to taste our cake with affordable price.

Moreover, our product is different from other business product; it is because we make it to suit today trend. We will provide different kind of cake flavours. In the future, we decided to own bakery for our cake to expand our business, we also would like to add variation of topping on our cake to make it more attractive and add more flavour such as fruit for those who love healthy food .

In addition, our target market is for young adult and teenager especially students, food hunter and cake lover. For now, we get our material from supermarket but in the future we intend to get raw material from supplier to minimize the cost so that we can produce more cake.

Our marketing strategy is through media social such Facebook, Instagram, Whatssapp. These channel where people get in contact nowadays, so it is easier for us to approach our customer. Also, our customer can find us through social media. We also provide “cash on Delivery” where we delivery our product to Uitm’s student and nearby customer around Kota Kinabalu.

5.0 MARKETING PLAN

Marketing plan is a process or activity which implement promoting and selling the goods and services. This plan to encourage and increase sales of product or services as long as the activities are in line with religious and ethical practices. Marketing is one of important factors that can help company to increase the sales of its products. Consequently, this can be transformed the company's profit to increase significantly.

Besides that, the customer need and want also can be fulfilling if the marketing project of a company works. For example, the variation done by the company is good marketing strategy because every customer has different taste and by doing this strategy can rise the support from customer to the company in order to improve company sales.

TARGET MARKET

Target market is one of the business element to reach its goals. Target market is refer to the group of customers with need and wants that can be satisfied by the business through the supply of goods. We identified and focused on a selected group of customers to ensure that the marketing effort would fulfill the customer needs and wants also bring profit to our business. We make decision to market our product via social media. Our target market is divided into 4 categories:

1. Children (4-17 years)
2. Teenagers (18-21 years old)
3. Young adult (22-28 years old)
4. Adult (29 years old and above)