



UNIVERSITI TEKNOLOGI MARA  
SABAH

ENT300  
FUNDAMENTAL OF ENTREPRENEURSHIP  
BUSINESS PLAN

CAKE A DIEM

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## EXECUTIVE SUMMARY

Cake a Diem is a new company that operate at Taman Indah Permai, Kota Kinabalu. The name of the company is come out from our imagination by the partnership members. It shows that how we prioritize our customers' until they remembering our business's name, simple, and easy to be pronounced.

Our clients is customers identifying as high, middle and low class income customer. We also targeting nearer customer as we provide delivery service to the customer's home. Cake a Diem offers variety types of molten cake that give nutrient as we use low sugar, low calories and received a Halal Certificate from Jakim.

Marketing strategy of Cake a Diem is to emphasize the quality and price of our product. We are offer affordable price to customer can be purchased by all level income. Thus, we developed marketing strategy that give attraction to customers come our shop especially for the middle to low income.

We started our business with the overall capital of RM 38,000 which are RM16,000 contribution from the partners and RM22,000 from loan of Maybank. We have five workers which are general manager and financial manager are combining, administration manager and marketing manager also are combining, operation manager, assistant of operation manager and cashier. Three partners will plays important role in order to operate the business smoothly.

We aggressively promote our product since we are using variety types of promotion. Cake a Diem are using grand opening, advertising, social media, signboard and loyalty membership in order to attract customer attention.

We believed that we will be able to achieve our business mission with our business financial position statement. We will get our return capital within short time and our current will cover our liabilities and put our business in comfort stage with the highest.



## **1.0 INTRODUCTION**

### **1.1 NAME OF BUSINESS**

Our business's name is Cake a Diem. Meaning of 'Diem' is day from Latin language. We use the name 'Cake a Diem' because we want customers always think about our molten cake every day and we hope they will buy our cake every day.

### **1.2 NATURE OF BUSINESS**

Our main activity is bakery. In the early stages, we make several type of cake such as chocolate molten cake, red velvet cake and macha molten cake. Our main product is chocolate molten cake. We also provide delivery services for customers.

### **1.3 NAME OF PARTNERS**

This business is founded by three partners. They are Miss Sitti Fadilah binti Sukardi as General Manager and Financial Manager, Miss Juliza binti Juan as Administration Manager and Marketing Manager and Miss Siti Norhalizah binti Anwar as Operation Manager.

### **1.4 LOCATION OF THE BUSINESS**

The premise is located at Taman Indah Permai, Kota Kinabalu, Sabah. The reason choose Taman Indah Permai because the premise is strategic. It is near with residential area, university, school and shopping area. It can attract many people to pass by our place.

### **1.5 DATE OF BUSINESS COMMENCEMENT**

We have registered our company on 1 December 2017. Our business start business on 3 August 2018 and this date same as our company date commencement.