



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT 300)

DULCE CUPCAKES

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We have faith that our business will go very far in the future because it is something quite new and it will also encourage human beings to become more colorful and creative in life. We can definitely see how business opportunity will grow in the future. With the support and the consultation given, we manage to complete this business plan. We hope that by doing this business plan we will be able to understand how business in the real world works and we certainly look forward in making this business plan more than just a piece of paper. With faith, everything and anything is possible.

With love,

Dulce Cupcakes

Introduction

A **cupcake** (also British English: **fairy cake**; Australian English: **patty cake** or **cup cake**) is a small cake designed to serve one person, frequently baked in a small, thin paper or aluminium cup. As with larger cakes, frosting and other cake decorations, such as sprinkles, are common on cupcakes.

Although their origin is unknown, recipes for cupcakes have been printed since at least the late 12th century. The first mention of the cupcake can be traced as far back as 1796, when a recipe notation of "a cake to be baked in small cups" was written in *American Cookery* by Amelia Simms. The earliest documentation of the term *cupcake* was in "Seventy-five Receipts for Pastry, Cakes, and Sweetmeats" in 1828 in Eliza Leslie's *Receipts* cookbook.

In the early 19th century, there were two different uses for the name *cup cake* or *cupcake*. In previous centuries, before muffin tins were widely available, the cakes were often baked in individual pottery cups, ramekins and took their name from the cups they were baked in. This is the use of the name that has persisted, and the name of "cupcake" is now given to any small cake that is about the size of a teacup. The name "fairy cake" is a fanciful description of its size, which would be appropriate for a party of diminutive fairies to share. While English *fairy cakes* vary in size more than American cupcakes, they are traditionally smaller and are rarely topped with elaborate icing.

Move over restaurants and bed-and-breakfasts. A new fantasy seems to have taken hold for people who long to own their own business: the cupcake.

There is no Cupcake Manufacturers Association keeping count, but subjective evidence indicates that stand-alone cupcake shops have been spreading not just in the acknowledged cupcake meccas of New York and Los Angeles but also in Boston, Denver, Austin, Tex., and smaller places, Elizabeth Olson of The New York Times writes.

Nationwide, cupcake sales, according to the market research firm Mintel are projected to rise 20 percent over the next five years at a time when other baked goods are expected to grow in the single digits.