



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
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**BUSINESS PLAN:
KEK BATIK SEDAP PREMIUM**



Prepared by:

Name	Student ID
Iezzat Haiqual bin Ajakaria	2023855996
Mohamad Noor Fazlie	2023851258
Jonah Cliffloyd Ruzalem	2023483774
Farenduani Bin Mohammad Haniff	2023252578
Nur Haizad Iqbal Mohd Harzam	2023478396
Mohamad Izz Naufal bin Mohd Superie	2023815934

**Prepared for:
NUR HAZILAH BINTI OMAR**

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EXECUTIVE SUMMARY

Kek Batik Sedap Premium has a goal to become a very well-known dessert in the premium dessert, providing a top shelf quality Kek batik that is made with delicious chocolate and other suitable ingredients. It's located at ... Kota Kinabalu, Sabah. It's a very strategic place as its crowded with people walking around the area and since considered as traditional and many malaysian people love it, the picked location has a very high demand for premium traditional deserts

As a partnership enterprise, we set up a goal to enhance the traditional kek batik Malaysia into a premium dessert by providing a variety of types of taste with custom icing, different texture and look. By mixing the classic recipes with the modern recipes, our products will stand out, leading to mass-produce of the product and attract consumer to buy our local authentic desserts

By operating this business, our main target market is any local desserts who are interested in selling our products. Not only that, we also focus on family consumers who love to eat something, confectionery lovers and middle-income families or groups who value high-quality traditional desserts. Tourists who seek Malaysian delicacies are also included in our target customer.

Our first amount of capital is RM 50,000, including a monthly rent that cost us RM 6,500. The place that we rented has our main office, storage unit like a freezer to keep the kek batik fresh, and our own shop. In the first year of the business, we estimate that our sale will increase from RM 750,000 to RM 1,000,000 in the second year and increase more to RM 1,250,000

The success of our business will be guided by our professional team management. That includes the General Manager, Administration Manager, Marketing Manager, Operation Manager, and Financial Manager

INTRODUCTION

1.1 Introduction To The Business

Kek Batik Sedap Premium is one of the partnership companies that produce a high quality kek batik. We use the classic traditional recipes that give the products its original flavor that attract a lot of customers especially Malaysian people.

The reason why we started this business is because of our unique delicacies. Based on our perspective, this traditional dessert is very rare to see in the market. We want to revive the popularity of this batik cake so it survives to the next generation and attracts more tourists to visit our beloved country, Malaysia.

Regarding our business profile, since we have multiple cultures, the food and beverage and dessert sector is growing stronger in Malaysia. With the high demand for premium local and traditional delicacies, the market for our premium kek batik has a potential to expand its market around Malaysia. Each day, the consumers are increasingly searching for high-quality yet traditional desserts.

We are very confident about the market look. The trend towards visually appealing desserts is on its peak, especially among sweet lovers and families. We receive a lot of positive feedback from the market response because of the rich taste of our premium kek batik, leading to increased popularity and growing customer base.