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BUSINESS PLAN:

PAPIKERY



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EXECUTIVE SUMMARY

Papikery Enterprise is a specialty bakery business established to introduce an innovative customized croissant concept to the local market in Kota Kinabalu, Sabah. The business focuses exclusively on producing freshly baked croissants that are filled upon customer order, allowing customers to select and mix their preferred flavours. This customization-based approach differentiates Papikery from conventional bakeries that offer fixed-flavour products and positions the business as a niche player within the competitive bakery industry.

Papikery targets urban consumers, particularly students, young working adults, and families who value convenience, personalization, and product freshness. The business operates through a direct distribution model using a physical retail outlet, ensuring full control over product quality and customer experience. Marketing strategies emphasize social media promotion, in-store engagement, and seasonal offerings to build brand awareness and encourage repeat purchases.

Operational activities are designed to support efficiency, hygiene, and consistency. Croissants are baked daily in controlled batches, while customization is performed only after orders are placed to maintain freshness and minimize wastage. Production planning is based on realistic demand forecasts and operational capacity, allowing the business to operate sustainably.

Financially, Papikery Enterprise adopts a conservative and achievable growth strategy. With an estimated first-year sales revenue of RM300,000 and gradual growth projected over subsequent years, the business demonstrates strong potential for profitability and long-term sustainability. Overall, Papikery Enterprise presents a viable and well-planned business venture that aligns with current consumer trends and offers a unique value proposition within the bakery market.

1.0 INTRODUCTION

1.1 TO THE BUSINESS

Papikery is a **partnership-based** bakery business formed to address the growing demand for fresh, high-quality bakery products within the local community. As a business structured through collaborative entrepreneurship, Papikery benefits from the combined skills, knowledge, and resources of its partners, enabling effective decision-making, shared responsibilities, and cohesive management practices that support sustainable growth.

Papikery specializes in producing and retailing a range of products, transforming raw materials into a tangible product such as **cakes, pastries, breads and desserts**. These products are crafted using selected high quality ingredients and prepared according to the **Food Act 1983 and Food Hygiene Regulations 2009** that requires premises or working station to be clean and pest-free with proper waste disposal. Food certifications are also displayed such as the Halal Certification, and Food Handling Certification. In addition, Business Registration is also prepared that shows the business is legally established and registered in Malaysia.

The bakery industry has found a rise in demand in the recent years, which caused **by consumer's lifestyle, increased preference in convenient food and appreciation in bakery products**. Through **strategic location selection, effective marketing, and continuous product innovation**, Papikery aspires to establish **a strong presence** in the bakery market. The business is committed to meeting customer expectations, contributing to local economic activity, and building a reputable brand that resonates with contemporary consumer demands.