



UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP
ENT 300

HOME MADE CAKE BATIK

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SESI JULY 2010



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1.0 EXECUTIVE SUMMARY

We are starting our own business as partners, and all of us decided to call our business as Home Made Cake Batik. Our main activity of business is introduced new flavor of Cake Batik instead of the original one. There are several departments in our business which are administrative department, operational department, marketing department and financial department. Each of us heads the department while one person acts as the General Manager, which heads all the departments in our business. We started this business by applying for loan and each of partners been approved for having with the amount of RM30,000.00. Our office located at Putatan area, Kota Kinabalu , Sabah. The reason for choosing this place because it's a highly developed area ,that is why we tackle this business opportunity to established business there.



2.0 INTRODUCTION

For this semester of July 2010 – November 2010, under the Business Plan Project of ENT 300, we altogether 4 person have decided to establish a new business which are known as **Home Made CAKE BATIK**. This business is about food production. We are planning to start running this business on January 2011.

Our business chooses this food industry field because this is something that can be recognizing as an innovation and new product in Malaysia. Cake Batik is typically known all around Malaysia for the taste of “Cocoa” and “Milo” and it’s a traditional delicacy of Malaysia during “Hari Raya” but it doesn’t have any shop outlet and not been recognized by outside our Malaysian country. As an entrepreneur, we can see this is something new, and therefore we want to take the opportunity start from now on.

Cake Batik is a cake that being mixed with Marie biscuit and with only two taste which is Milo and Cocoa. That is why we are taking this kind of business opportunity. The histories about this Cake Batik never reveal but for sure it has been discovered in Malaysia. That is why we are taking a step ahead to run this business opportunity to take the advantage to upgrade the making of Cake Batik into more creative and innovative way.

So, we take this opportunity to do this food production business with a small starting cost as a start. Our base of operation is in Putatan area where there is a very developing area and very suitable condition for this business to grow. So, our main operation is to produce Cake Batik and distribute it directly to the customer.

Last but not least, we believe that our Home Made CAKE BATIK has high potential in commercial business and we are very confident, our objective will be achieved.