



جامعة تكنولوجى مارا
UNIVERSITI
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MARA



**UNIVERSITI TEKNOLOGI MARA CAWANGAN
KEDAH
DIPLOMA IN BUSINESS STUDY
BA111**

**FUNDAMENTALS OF ENTREPRENUER
ENT300
BUSINESS PLAN**

“Delizioso Caffè Da Dessert”

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Executive Summary

The business name is Delizioso Caffè Da Dessert. The name was inspired by the taste of delicious of the creamy of pudding and ice cream that would make everyone mouthwatering just by hear the name of it. The dessert is made with milk, cream, various sugars, and flavouring such as fresh fruit and nut purees. The taste is very incredible and that is what make our product will be. As for the nature of the business, we are producing pudding as our main activities. We produced various type of pudding such as tapioca pudding, vanilla pudding, panna cotta, tropicana pudding, chocolate pudding, banana pudding and not to forget our main flavour that is widespread around the world about how the taste it is which Cotton Candy Freezy Pudding Ice Cream.

As for now, we only had one dessert lounge café that are located in Alor Setar, Kedah. The location of the café is at the Blok D No. 23 Aman Central, Alor Setar, Kedah. The chosen location can be considered as strategic location for a unique and comfortable café. Hence, the location is perfect to ensure our business will keep going as it will attract people to pass by our café, especially the teenagers since our café is located at the town.

For further information, our business has been registered on 23 September 2019. After registration with the SSM, we have taken a very first to open up a café and start the business on 1 November 2019. Just like other business people, our future prospect is also to create more branches and promote our product at the International level. We are also aiming to be one of the successful dessert business and the first choice of customer and not only in Malaysia but also in the other countries. Besides, we are committed to produce the highest quality dessert using most magnificent ingredient and will always continuously improve all the aspect of our business and products.



1. INTRODUCTION

1.1. Company background

i. Name of business

Our company's name is Dessert Lounge Sdn. Bhd. We use the name "Dessert Lounge Sdn. Bhd." as our company's name is because we want to announce and promote our brand to the people especially to the Malaysian people to come and enjoy our delicious dessert meal. We have our own shop. The name of the shop is "Delizioso Caffè Da Dessert". This name of the shop comes from the Italian language which means delicious dessert café. With the unique of our shop name, we hope that we can attract more people to come to our café and taste the uniqueness of our product.

ii. Location of the business

The premises is located at Blok D No. 23 Aman Central, Alor Setar, Kedah. The chosen location can be considered as strategic since it is in to the town of Alor Setar, Kedah. It also near with Alor Setar Tower and Shopping mall around the Alor Setar which can attract more people to pass by our café.

iii. Website/e-mail address

By email: Our email address is DessertLounge@gmail.com

iv. Telephone Number

By telephone number: Our telephone number is 017-457 7491

v. Main Activities

Our main activities is dessert. We make several type of dessert such as cupcake, ice cream, custard and pudding and frozen dessert.

vi. Date of business commencement and registration

Since we have registered our business on 23 September 2019, we decided to run our business on 1st November 2019 and this date are the same with our date of commencement.