

**ASSIGNMENT 3**  
**FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)**



**UNIVERSITI TEKNOLOGI MARA (UiTM)**  
**CAWANGAN KEDAH**

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## **EXECUTIVE SUMMARY**

UNCLE BUN ENTERPRISE is the bread shop that establish in Jitra, Kedah. We offer the product and service for the customer who wanted to eat the bread as the food in the breakfast, lunch and supper. In the simple word, it suitable for every times. We provide the variety of the bread to our customer. We want to make sure the customer who purchase our bread will be satisfy and will be the repeat of our product. We will make sure all bread made every day.

The target market is the potential customer is the person who love the bread. The customer that we focus. We establish the business at the Jitra, Kedah. The population in the Jitra, Kedah are near the school, military base, factory and residential area. Therefore, our business have the great opportunity to capture large of the potential customer. The shop that we open near at the main road that the people want to go work, school and so on. The customer can stop by our shop before or after going the work, school and so on.

UNCLE BUN ENTERPRISE marketing strategy is that we offer the great quality and affordable to our product and service. The population of our location include the student therefore we would like to make the affordable price with the value of the bread and satisfy when their purchase our product. The fluffy and delicious of the bread make the bread lover will repeat our product.

Our shop consist five staff. All of our staff need to have the skill of culinary and pastry. The employees work with two different shift.

We commitment to become the first choice to the customer that want to eat the bread. Therefore, we make the aggressive brand advertising to make our brand well-know and popular among the customer. The aggressive brand advertising through the personal selling, reward card and social media.

## 1.0 INTRODUCTION

### 1.1. Organization Background

Name of the Organization	UNCLE BUN ENTERPRISE
Business Address	NO. 07 Plaza Seri Tunku, 06000 Jitra, Kedah.
Telephone Number	016-3887214
Main Activities	The activity of the business is provide the product of the bread shop. We would love to offer the fresh, fluffy and delicious bread.
Date of Commencement	1 <sup>st</sup> June 2019
Date of Registration	1 <sup>st</sup> July 2019

## 1.2. Organization Logo/ Moto



We choose the name of shop is “UNCLE BUN”. The background colour of this logo is black. We choose black as the background because the black represent of the love and classic of the bread. Next, we choose the colour of soft pink because it is represent of the fluffy and soft of the bread. The symbol the chef represent of our bread maker who love to make the bread. The slogan of our product is “ FRESH FROM OVEN”. This is mean we would like to offer the bread fresh from oven. The bread make every day for the customer. The customer will falling with our bread because the bread are fluffy and delicious.

### **VISION:**

- To be the supplier of the break at the Jitra town.

### **MISSION:**

- To make sure we provide the bread fluffy, delicious and fresh from the oven every day to the customer. We will monitor the feedback from the customer to continue improve our product. It also give benefit to us because we can boost our sale to the nest level if we provide the bread according to the taste of the customer.

### **OBJECTIVES:**

- To become the well-known bread shop around Jitra and Malyasia
- To become the innovation making new product of the bread
- To make sure the customer feel satisfy when eat the break.
- To create the close the relationship with the customer.