



DEPARTMENT OF ESTATE MANAGEMENT  
FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING,  
UNIVERSITI TEKNOLOGI MARA PERAK

## GROUP ASSIGNMENT FOLDER

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**DECLARATION :** I declare that

No part of this assignment has been copied from other person's work except where due acknowledgement is made in the text, and

No part of this assignment has been written for me by any other person except where such collaboration has been authorized by the lecturer concerned.

Group's Leader Signature.....

Date.....

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## **EXECUTIVE SUMMARY**

The Slushy is a business under food and beverage (F&B) industry. We are home-based dessert seller which provide an up-to-date dessert that freshly made upon order. We can deliver the dessert to customers' addresses or customers can also pick-up the dessert at my house. The concept of this business is more to elegant but minimalist. We serve fresh desserts with beautiful decorations and pack with minimalist boxes. The look is minimalist but it can be seen as expensive eventhough we sell at normal price.

We offered our five (5) main desserts as they always demand on these dessert. We serve two sizes of pavlova which are pavlova cake and mini pavlova. Our customers can choose any two of three fruits offered as the toppings of their pavlova. We always have stocks of blueberry, strawberry and kiwi. We only use a these kind of fruits to ensure that the pavlova can still merged with that fruits' tastes. We are avoiding watery fruits as to protect our dessert quality, taste and look. We also provide burnt cheesecake as it went viral these days along with the batik cheesecake. We limit the burnt cheesecake for only ten (10) of it a day. However, we made the batik cheesecake everyday and chill them in the chiller. We sell the batik cheesecake by size and by slice. Our last main dessert that always been purchased for events is macaroon. We noticed that macaroon gives an elegant look to the event, thus we decided to give the flavour that is Iso bring the premium taste to the macaroon. We have peanut, nutella and mocha as the fillings.

Our target market is the people around and the youngster. This is because teenagers nowadays always look for something nice to shot and post on their social media. As I am the first entrepreneur in this small town who bravely taking risk to run this business, I believe that I am able to go much far than this as long as I maintain and keep upgrading my products and customer service. Surely, before I manage to run this business, I made the calculations and proudly I can survive with this business because it is profitable.

## 1.0 BUSINESS DESCRIPTIONS

a) Name of the company

The Slushhy

b) Factors in selecting the proposed business

- a) The first factor of running this business is because there is no modern dessert sell in this small town. According to that, i would like to be the one who start selling modern dessert here. Thus, people in this can save their time by just ordering from us instead of going to nearest bigger town such as Temerloh or Kuantan which took about one (1) hour just to purchase modern dessert.
- b) Next factor is because of my five (5) years experiences working at a bakery located in Gambang Pahang. With the five (5) years experiences, I actually found my interest. As i think i am more to bake than cook, that is why I am confidently run this business. What makes my decision stronger is because I like to see my customers' faces when they amaze of the art on the dessert. Plus, I like to know the fact that women are more likely to look for dessert when it comes to stress or menstruation as their mood booster.

## 1.1 Company Background

a) Name of the Organization

- The Slusshy

b) Business Address

- Lot 21, Taman Seri Desa, Kg. New Zealand, 26500, Maran, Pahang Darul Makmur

c) Website/e-mail address

- [theslusshydessert@gmail.com](mailto:theslusshydessert@gmail.com)

## 2.0 OWNER DESCRIPTIONS



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