



اَوْنَبُوْ رَسِيَّتِيْ تَيَكْنُوْلُوْجِيْ مَارَا  
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FUNDAMENTALS OF ENTREPRENEURSHIP

# Hawa Secret Bakery

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## *Executive Summary*

Hawa Secret Bakery is one of the bakery that serves various types of cakes and buns at Summer Mall, Kota Samarahan, Kuching, Malaysia.

While there are many bakery shops everywhere, Hawa Secret Bakery will excel due to its attention to detail regarding our users. Through unheralded users' attention, Hawa Secret Bakery will slowly but surely gain market share as it buns, breads and any other pastry

Moreover, we are believed that we will successfully compete with our competitors in a few years ahead. This is because nowadays parents taking a good care for their children as our bakery also provide vegetarian pastries.

We, Hawa Secret Bakery, saw the opportunity that this business has the potential of success provided that it is handled efficiently. The people have always needed food in their life..

## ***1.0 Introduction***

**Name of the Company :** Hawa Secret Bakery

**Nature of business :** Food manufacturing.

**Industry profile :** Our business is owned actively by partnership, incorporated as Hawa Secret Bakery. The main operation of our bakery is to produce and supply cakes for customers.

**Date of business commencement :** Our business will begin to operate on 1<sup>st</sup> January 2016.

### **Factors Selecting the Business:**

We choose this business plan because food service has the potential to contribute a high return on investment due to high in demand and the abilities to grow rapidly. Other than that, it is suitable for all ages. People in Malaysia would like to buy “Halal” products and Muslim’s handmade recipes. Our partners have the skills and knowledge in making cakes and buns.

### **Future Prospect of the Business:**

our future prospect of the business are expand the business by opening branches, expand the business marketing to other state in Malaysia within 2 years and worldwide within 10 years, sales improving each year and introduce new recipe of cakes and buns for vegetarian and diabetic people.