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DELI BAKERMART

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SUMMARY

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INTRODUCTION

Deli Bakermart is a business that supplies raw materials and equipment for bakeries and pastries making . In this business , we will practice three steps . The first step is , receive an order from our customer and then we deliver all the items that they wants . Second step is , our customer comes to our shop and buy a lot of things that they want to use . Thirdly , besides individual customers , our customer comes from hotel , bakeries and shopkeeper which located around our business location . In order to get higher profit , our management were agreed to organized a baking class for housewife , individuals who interested and students from form 4 – 6 in this area. We will be hiring a professional chef to teach our customer about cakes and pastry.

This business will be practicing a partnership concept. So in our company , we have five shareholders and they are the general manager , administration manager , marketing manager , operating manager and financial manager. All the shareholders will be working in the company. The shareholders are also agreed that the company's principal is to give high quality product and good services to achieve our customers needs and wants.

Deli Bakermart is located at Bandar Sunway , Seberang Jaya. In the location , there is a three stories building that had been built. Our company's premise is located near to the main road of Bandar Sunway. It is a strategic location as our customer can easily see our premise and the parking lot is provided in front of our premise which

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give us the advantages for our customer to stop by and parked their transport safely. Because of we are new business , so we have a few workers such as cashier , general workers , driver and assistant accountant.

In our business , we have three competitors. And they are Sim Company , Hong Yap Trading and Sun Shine Trading. However , the three competitors are located in Island of Pulau Pinang giving us the advantages to be operating in the land of Pulau Pinang.

Lastly , in land area of Pulau Pinang , there is no supplier of raw materials and equipment for bakeries and pastries like us. So we take this opportunity to open this business in Seberang Jaya , Pulau Pinang.