



اَوْنَبُوْرَسِيْتِي تِيْكَنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

NAME OF COMPANY: IXCACAO BAKERY

TYPE OF BUSINESS: PRODUCT

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EXECUTIVE SUMMARY

Ixcacao is a bakery which providing a unique and various type of sweet, dessert and pastry by using chocolate as our main ingredient. The name "Ixcacao" derives from the history of chocolate. It is believed that the Mayan Civilization were the first to encountered cocoa in 900 AD. Well of course Mayan's chocolate was distinct than today's standard, as it served in a liquid form which is made from a crushed cocoa bean, chilli peppers and water. The Mayan held chocolate in highly regards that they called it "the food of the god". This can be seen by the painted walls of their temple and artefact. The relationship between Mayan's belief and cocoa is very fascinating particularly the creation of cocoa, it is believed that cocoa is a blessing to the Mayans by the Goddess Ixcacao when there was a food crisis disaster.

In conjunction to the luxurious meaning of the name Ixcacao held, it is only fair to serve each of our product in best quality possible as a symbol of respect. In recent years, people are more aware of their health. A change to lead a healthier lifestyle in one's diet and daily activities becoming a trend. Traditional sweets, desserts or pastries could do some damages to this amazing changes as they are high in sugar. Conversely, our products support this great cause by using all-natural ingredient and alternative type of sweetener which is stevia. Making our products guilt-free. Customer experienced is our top priorities, by providing online ordering on our easy to use website and delivery. Customer can enjoy our products all by the tip of their fingers.

Nowadays, craving unique sweets have been blowing up in social media. This has created a demand which is an opportunity for us. The supplies for bakery in general is very easy to get because we use local ingredients and made by our own machine. This created an opportunity for us to sell our product with competitive price.

ACKNOWLEDGEMENT

Alhamdulillah, we as chemical engineering students feel so blessed and grateful to Allah SWT for the completion of this Business Plan. The fact that it is one of the requirements that need to be accomplished as a work assessment in our ENT300 really gives us a lot of benefits especially in business.

To start a bakery business as a chemical engineer is something that is almost impossible. To be honest, it is actually a hard starting point for us especially we are new to entrepreneurship and business matters. However, with a guidance from our beloved parents, our lecturer, Dr. Azizah Daut who keeps providing useful information for us, our friends that keep on motivating us and state a lot of creative ideas make all the hard things become much easier.

There are a lot of challenges that Ixcacao Bakery has to face than other bakeries do. One of them is, the fact that our bakery only uses local ingredients might lower the customer's expectations. Through these problems, we have decided to try a new kind of sweetener in our product to gain interest from them.

Last but not least, Ixcacao Bakery would like to thank those who have contributed in this Business Plan whether directly or indirectly. Ixcacao Bakery is very grateful for their effort and support that they have shown in the project until Ixcacao Bakery is able to complete this business plan.

INTRODUCTION

1.1 Name of The Company

We have come through a decision to use IXCACAO BAKERY as our company name as it is correlate with our business. The term IXCACAO is very unique and have luxurious meaning behind it. This term also can make people feel intrigue and more interested in what we are doing. Therefore, after a great consideration IXCACAO BAKERY become our company's name.

1.2 Nature of Business

Our business is a product based company which consist of variety baked goods with chocolates our main focus. We also will be serving these products alongside beverages to compliments our baked goods. It is also for customer who wants to enjoy our product fresh out of the oven. This product includes pastries, cakes and sweets for people with sweet tooth to enjoy but feel no guilty as our products are health conscious. In this modern era, people are more awake and care about their health. Many have taken this into a serious matter by exercising and having balanced diet but this effort could be demolish by a single serving of traditional baked goods. Therefore, helping this great cause became our main reason to start this business.

1.3 Industry Profile

Baked goods and beverages is stated under food and beverage industry. Every rules and regulation will be obeyed by us to achieve the best quality and safest product to consume. The demand is very high in all around the corner of the globe.