



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا  
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## TECHNOLOGY ENTREPRENEURSHIP (ENT600): TECHNOLOGY BLUEPRINT

### KUE LAPIS ALUMWARE : LAYER BAKING TRAY



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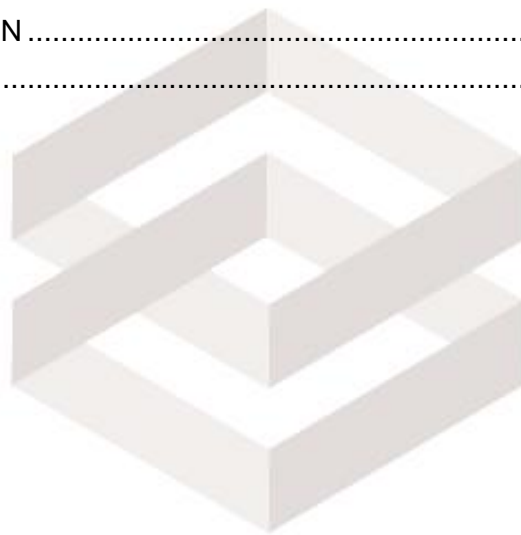
May God shower the above cited personalities with success and honor in their life.

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KUE LAPIS ALUMWARE

## **CHAPTER 1: EXECUTIVE SUMMARY**

### **1.1 Description of the Business and Product Concepts**

'Kek Lapis' one of the unique cakes which comes in a beautiful layer of cake. The demand for 'Kek Lapis' is very high because due to their good taste, the attractive color, and it is ideal for eating in all levels of society. However, based on the observation from Zalya Oven Company, which are the company that producing 'Kek Lapis', there are a few problems in producing 'Kek Lapis' when using the existing baking tray. Usually, to make 'Kek Lapis' requires more time since the cake is baked layer by layer. The first layer of cake might take around 3 to 5 minutes, and usually to finish the whole cake, it may take about 2 hours. It is also inconvenient because, after finish baking the first layer of the cake, the baker needs to wait for the first layer to cool off, so they need to use a lot of baking tray and baked it separately to produce 3 or 4 layers of the cake, which it takes more time.

The name of the new company is Kue Lapis Alumware. This company is focusing on aluminum products which are a baking tray. Kue Lapis Alumware is being selected for our company's name since we want to help people produce 'Kek Lapis' fast and easier, especially for bakery owner, the seller of 'Kek Lapis' and housewives. Kue Lapis Alumware is a partnership company owned by five young entrepreneurs which are Nurul Salwa Binti Salman, Izyan Atasha Binti Azman, Siti Noor Auni Binti Mat Useng, Nur Sarah Fazlia Binti Saidon and Nurul Ain Shafiqah Binti Mohd Sabri. Kue Lapis Alumware will develop a new product called Layer Baking Tray. Layer Baking Tray is the improved baking tray by adding the spatula's functions to separate the layer of the cake that can solve several problems and issues that the baker has been faced. The maximum layer that this baking tray can provide is up to 4 layers.

The company's location is selected to be at Jalan Prima Saujana 2/E, 43000 Kajang, Selangor. The reasons why we preferred this location due to this place is strategic, easy accessibility, and located in the middle of residential area. Therefore, it is suitable for our company growth. We choose this location since there is still no company that selling baking tray, and it will be a great opportunity for our company to get a potential customer in this area.

### **1.2 The Target Market and Projections**

Kue Lapis Alumware intended to produce a new product called Layer Baking Tray. The layer baking tray is an innovation from the baking tray, and it combines with the spatula to separate the layer of the cake. To ensure this product's success, the target market is the owner