

EXECUTIVE SUMMARY

Heaven's Bite is the name of our business where we are focusing on producing Cream Puff. The reason why we choose this name as our business name is that when people take a first bite of our Puff and its literally melt in their mouth and "puffff!!" you get a taste of heaven and for sure will straight away make an extra order of our Puff. We want people to keep dreaming, craving and permanently bare in their mind of our light, creamy and fluffy puff. Heaven's Bite is planning to produce a best quality of puff using the great ingredients. Our specialty are the fillings where we made our own recipes such us oreo filling, cheese filling and chocolate filling that can attract people to buy puff especially for those who love to try our sweet and savory flavors and a new lifestyle. The filling is delicious - not too sweet and slightly chilled. Heaven's Bite delivers some awesome, decadent treats. The Cream Puffs are amazing and come in many different flavors. The puff is freshly baked out of oven to guarantee the freshness of the texture.

The Heaven's Bite is conveniently located at 1st Floor, Block C, Jln Ums, 1Borneo, 88400 Kota Kinabalu, Sabah. Our stall is easy to find as you walking in the middle of 1Borneo Hyper mall and the pink sign will caught your eyes. There are a few tables situated inside the store, but more scattered outside. The mechanism is assembly line: choose a kind of cream puff, choose your filling, pay and enjoy. Service was efficient and the prices are very reasonable. Nowadays, in urban areas, many people especially for people who have a full commitment with career do not have enough time to make their breakfast but through Heaven's Bite, they will not to be worried again. Our business operates at 10.00 am until 10.00 pm everyday. Besides, we are also doing services for birthday party, anniversaries, baby showers, weddings and farewell. If you are far away from our branch, we also doing delivering service and you can reach us at our number, website or even our Facebook and Instagram.

We compete directly with Taste Better where they only producing Durian Puff kind of flavor. Our product is superior because of the uniqueness of the flavors. We have competitive advantage because of our high effort and great strategy in providing the services to the customers.

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1.0 INTRODUCTION

1.1 Purpose of Business Plan

1.2.1 The Entrepreneurs

To gain better understanding in the objectives of the business and guide the entrepreneur to view and evaluate the proposed business venture in deeper value of objective, critical and also practical manner.

1.2.2 Suppliers

Help to convince suppliers of the viability of our business venture thus benefiting both the suppliers and our company in the long term business arrangement.

1.2.3 Company Employees

Help employees to understand the business's goals and objectives and give a guideline to them regarding their job duties and responsibilities and made the work more innovatively.

1.2.4 Customers

Persuade and influence our customers regarding the products being offered and gives assurance and confidence to them to have business with us by buying the products from the store.