



**NAFAS BAKERY**

**FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)**  
**BUSINESS PLAN FORMAT**

**FACULTY OF APPLIED SCIENCES**  
**DIPLOMA IN SCIENCE (AS120)**

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## **EXECUTIVE SUMMARY**

NAFAS Bakery started as a bakery and patisserie that is inspired by the pleasant scent of fresh baked pastries. From delicate flour to natural-yeast starter breads, copper-cooked jams to no-filler sausages, our product are homemade, using natural and wholesome ingredient with no added preservatives or additives.

Fun fact, NAFAS is actually the acronym of our group members name which are Nazeefah, Amira, Farah, Auny and Syauqina. As the sound of the name, it is to empowered Malaysian pastries to international levels and creating a dynamic growth while shaping the industry towards new horizon in Malaysia.

The product offered in our bakery are freshly bakes pastries, cakes and cookies and the services that we offered is customizing order for cakes and cookies for an event. Our targeted customers would be for those who prefer to eat simple and fast food that could save their time also to those who have sweet tooth. Usually, business women would optioned to drop by our bakery to buy bread for breakfast, muffin for lunch and pastries for takeaway. This is because they want to save their time as they are busy with their work. They do not have to wait for their orders as they just have to choose their selected goods and pay at the cashier. It is much convenience for them as it could saved their time.

## **1.0 BUSINESS DESCRIPTIONS**

The name of the business company is NAFAS Bakery Sdn. Bhd. where the word NAFAS is coming from the acronym of our group members name which are Nazeefah, Amira, Farah, Auny and Syauqina. It is also inspired by the pleasant scent of fresh baked pastries. The factor of selecting this business is because all the ingredients to make the goods are easy to get where every country have a various kind of bakery shop which they specifically sold all kinds of the ingredients, the equipment's, the machines and everything related. This is could be easier for us to find our suitable key partners as the supplier to help us supply the goods. By having a supplier, it can help our business to always have the ingredients fully and ready stock. Plus, this kind of business is somewhat mainstream due to the popularity of people who loves pastries and cakes. Besides, it is also has always been the choice of people who craves for something sweet or for an event such as a celebration party.

Other than that, the factors of choosing this business are because all the machinery and the equipment are easy to be found in locals with a reasonable price. The machine that we used are mixer and oven where mixer is used to mix all the ingredients to make the pastries, cakes and cookies while the oven is used to baked the goods. By having all those machine and equipment can help to reduce our time to bake the cakes, cookies and pastries also making the whole process of baking thousands time easier.

Next, by selling pastries, cakes and cookies attracted various kind of people, for instance people who is a dessert lover and working adults who have a sweet tooth or even craving some sweets to recharge their energy level. Moreover, the type and size of the packaging also becomes the attraction for the customer to buy the goods. The size is referring to the number of cookies in one bottle and sizes of the pastries while type of packaging we provided is easy to carry and affordable. By having a various type of customer and packaging, the goods can be sold much easier and can give a lot of profits.

Furthermore, the cookies can be sold in other country due to easy to market. The cookies will be either be packed in the bottle or box before being shipped to the other country. All types of cookies that we made is long lasting, does not easily get expired or broken easily. This is because we specifically use fresh and high quality of ingredients. Due to the long lasting of

the products like cookies, it can be sold in the market for a long time to the customers. In these points it gives advantages to both the seller and customer.

### 1.1 Company Background

a) Name of Organization	NAFAS Bakey Sdn. Bhd.
b) Business Address	134, Jalan Serampang, Taman Pelangi, 80400, Johor Bahru, Johor
c) Website/e-mail address	<a href="mailto:nafasbakery@gmail.com">nafasbakery@gmail.com</a>
d) Telephone Number	07-333 9039
e) Form of Business	Sole proprietorship
f) Main Activities	Selling pastries, cakes and cookies.
g) Date of Commencement	1 <sup>st</sup> January 2020
h) Date of Registration	1 <sup>st</sup> December 2019
i) Name of Bank	Public Bank
j) Bank Account Number	6905132741