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BUSINESS OPPORTUNITY

LOVE + BROWNIES ENTERPRISE

BROWNIES

PREPARED BY

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EXECUTIVE SUMMARY

Love + Brownies is a bakery-concept shop that only sells brownies. However, Love + Brownies will offer a variety of brownies. The name of Love + Brownies is coming from our passion of baking pastry. We decide to only focus on brownies because of the opportunity that exists in the business. Our team strives to bring happiness and excitement to the life of our customers.

Love + Brownies will be located at Kota Samarahan due to strengths and the opportunity in the area. Our team at Love + Brownies plan to manipulate our location to our utmost advantage. Our target customers are young adults and adults due to the facilities in Kota Samarahan. The weakness and threats that exists in this business can be overcome with a great strategy by our team at Love + Brownies.

Our team in Love + Brownies will bring unique products of brownies in term of the varieties of ingredients that suits the taste of our customers. Love + Brownies will serve traditional brownies as well as brownies that are added with nuts, fruits and other special ingredients.

By creating a new niche in the bakery industry, Love + Brownies will gain some privileges in the growing industry. We hope that in the ten years of Love + Brownies is being launched, we can afford to open up another branches in Malaysia. Our business is expected to launch on 2018 with an amazing vision and missions. To make sure that Love + Brownies excel in this industry, we will continuously improve our products and services to satisfy our customers while serving them with great and excellent services.

INTRODUCTION

Love + Brownies is a business company which focuses on food production, specifically variety of brownies in Malaysia and establish in Kota Samarahan. Brownie is a square, baked dessert which comes in variety of forms, chocolate or white chocolate and may be either chewy, fudgy or cakey. Brownies are popular among wide range of age, from teenagers to elders due to its variation of flavor from sweet to bitter thus giving an opportunity to this dessert to be marketable product. Moreover, brownies also can be sold individual or be sold as a whole cake which can be use as celebration cake for any occasions.

Our Vision

Our team at Love + Brownies will bring sweetness and joy to the life of our customers.

Our Mission

- Love + Brownies offer to provide the highest quality of brownies products. We will continuously improve our products and services to give satisfaction for our customers.
- Our team will serve the customers with great and excellent services.

Our Objective

The objective of the Love + Brownies is to ensure that our business is running according to the plan with great leading organization. Other than that, we will make certain that our business can provide certain amount of profits that can enhance the future of our business. Our team will strive harder to provide a great service for our customers all the time and maintain our excellent quality.

IDENTIFICATION OF BUSINESS OPPORTUNITY

LOVE + BROWNIES is a business based on products. The community nowadays have a lot of wants especially on food. We choose to build a business based on products because the demand of food products is always high. It is because food is essential in our daily life and the community always want to try something new to their taste bud. Brownie is a kind of a modern pastry which allow us to get creative while enhancing the flavor as well as the look of our products by using different kind of ingredients at the same time giving a wider variety of brownies to be sell to our customer.

Almost one third of global online consumers now have internet access on their mobile phones which have been changing the way people interact with one another. Most consumer love to share things and foods that they buy that are looking great or delicious in their social media sites especially Instagram. This will give advantage to us as the look of our brownies is one of our brownies main speciality other than its taste. Variety of decorations will caught the customers' attention which may lead them to share a photo of our brownies on their social media, indirectly will promote our products to others. Not only that, nowadays food delivery services are getting more popular as more consumers are busy working or studying and does not have enough time to go out and buy foods. With the current online technology, we are able to deliver our brownies to our consumers' doorsteps.

The widely known 'Starbucks' is the one that inspired us to open our brownies shop. Even the beverages and foods sold in Starbucks are quite pricey, we cannot deny that the high quality of those products helps them to gain the widespread success that we dream to achieve one day. Not only popular for their products, even the layout and theme of their shops which providing free Wi-Fi are comfortable and simple will attract customers to spend at their shops. With 'Starbucks' as our example, we give our best to provide comfort, heart-warming delicious brownies to our customer and dream to be successful continuously.