



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## **BORNEO CAKE HOUSE**



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### **SUBMISSION DATE:**

8 June 2018

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## EXECUTIVE SUMMARY

“Borneo Cake House” is a business company focused on food production specially layer cake which will bring sweetness and joy to the life of our customer. The mission of our company is to produce the best layer cake and to also to make sure that our community get exposed with our layer cake’s speciality.

Our business “Borneo Cake House” is a partnership business consists of five members. According to our partnership agreement, each member contribute certain amount of capital contribution in order to make this business a success. “Borneo Cake House” is a shop selling variety kinds of delicious layer cake which can indulge during anytime of their day and in any occasions. The business was formed in 1 January 2018. The business is located at the shop lot near to Aiman Shopping Mall. Our General Manager of the business is Felicia anak Raymond while Financial Manager is Farina May Frankie, our Operational Manager is Putri Azri Azizah Binti Hossen, our Marketing Manager is Erviennia Theresa anak Tony and our Administrative Manager is Alnesia Alissa Anak Dihom. The other employees are baker, store helper and delivery girl. The selection of General Manager is based upon the agreement among the business partners.

## 1.0 INTRODUCTION

Our business name is Borneo Cake House which is a partnership business selling variety of layer cake, available in any size in a retail shop. The reasons we choose "Borneo Cake House" as our business name is because we sell Borneo tradition's food. Layer cake is one of Sarawak's signature dish that must be try by all as symbolic of Sarawakian's menu.

Our shop located at the shopping lot near Aiman Mall, Jalan Dato's Musa, 94300 Kota Samarahan. We choose this location as it is strategic, easy to access and near to university and offices as our main customer targets come from young adults for example university students, adults and family.

We provides different kinds of layer cake made up from 10 delicious recipes, all with its own goodness and taste, also with available in different size. Our menu consists of "Evergreen", "Batik Jawa", "Batik Jawa Cheese", "Chocolate Cheese", "Strawberry Cheese", "Special Fruit Cake", "Vanilla Chocolate", "Lapis Book (original)", "Lapis Cheese" and "Pandan Cheese".

The reason we choose this business is because from our observation, there is no layer cake manufacturer come out with delivery services and also they does not provide layer cake in different portion. We also come out with an application, that is I-lapis which will make customer easier access to purchase our layer cake. This will make us the first layer cake manufacturer which will come out with different approach to give services to our customers. Thus, this will be new attraction for our customer to come to our shop.

## 1.2 PURPOSE OF BUSINESS PLAN

The purpose of Borneo Cake House business plan are as below:

- i. To gain a better understanding, viewing and evaluating the proposed business venture in a deeper value of objective, critical and also practical manner. Clarifying the objective and direction of business will allows to understand the steps needed to be done in order to improve the business.
- ii. As a guideline for managing the business. Business plan conveys the duties and the structure of the organization, thus it can act as management tool that can be referred to regularly to ensure the business is able to meet the future vision of the business, business goals, sales target or operational milestones.
- iii. Become the sale tool to convince relevant parties of the investment potential of the project, secure supplier accounts and attract executive level employees into the new venture. The development of the business plan will shows whether or not a business has the potential to make a profit giving a chance of attracting investors to provide the capital needed in the business.

