



UNIVERSITY TECHNOLOGI MITRA

EN1900  
GOJENE  
FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN  
GROUP A

'TASTY TASTY MUFFIN'

MEMBERS:

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## 1.0 INTRODUCTION

Our company name is Tasty Tasty Muffin. Tasty Tasty Muffin is a new comer company, which selling Muffin as our main product. We start selling muffin as a hobby but then 4 of us want to be more serious in business so that we want to open up a muffin shop. Basically 4 of us have a good qualification in running a business, because we are come from same field which is business student. Two of us have a specialty in bakery which also becomes our strength in running our business. We also believe that our muffin is delicious and also very unique. We also a friendly environment company which we are using recycled packaging to save our earth & support government campaign. Tasty Tasty Muffin also produces many type of flavor & also will come up with new recipe to cater all the customers. Our company also caters to those who require a gluten-free, nut-free and /or sugar-free diet. In terms of the price of the muffin, it according to size of muffin, & design from customer & the price really suitable & affordable for people to buy. Our shop is located in Alamesra, nearby with the 1Borneop hypermall and it is really strategic location. Most important is our team member is very competitive, that we are ready to take any challenge & want to achieve our company goals.

## 1.1 EXECUTIVE SUMMARY

Tasty Tasty Muffin will be an entrepreneurial shop located at Alamesra, Kota Kinabalu. Muffins will be offered with a variety of flavors, sizes, toppings and decorations. This shop will contain a comfortable seating area, allowing customers to stop in and sit down. Tasty Tasty Muffin will also include a catering service to large delivery orders for big events, providing greater convenience for customers. Tasty Tasty Muffin will have an extensive target market. People of all ages enjoy delicious muffins and will therefore be included in the target market. Tasty Tasty Muffin will be able to meet the needs of a wide spectrum of consumers.

Product quality is critical in the food industry. For that reason, Tasty Tasty Muffin will ensure product quality through the use of fresh ingredients, sale of only fresh muffins and a focus on cleanliness. Innovations are also a goal of the company. Tasty Tasty Muffin will provide seasonal muffins with flavors corresponding to the seasons. Product quality and innovations will be a major focus of the business.

Though Tasty Tasty Muffin will open as a single store, over time the business will strive to expand. Once Tasty Tasty Muffin proves to be a success, the business will open more stores in Kota Kinabalu areas. As the success of the overall business increases, Tasty Tasty Muffin will slowly expand to a wider range of locations. A company will allow consumers to view everything offered by our shop as well as grant the option for customers to place orders.

Price at Tasty Tasty Muffin will strive to be competitive based pricing. Costs and expenses will be calculated to provide the business with a minimum price option, preventing any losses. As long as industry prices are high enough to cover the calculated cost, Tasty Tasty Muffin will choose a price similar to its competitors.

Tasty Tasty Muffin first opens. It will host a grand opening to gain consumer awareness. The event will offer free samples of a variety of products offered by the business to achieve consumer awareness as community members are frequently exposed to the business name.

These plans for Tasty Tasty Muffin are intended to help the business grow more successful and profitable. However, through the use of financial analysis, customer surveys, share comparisons, the company will be capable of determining which of these strategies are fully productive to help the business thrive. Evaluating the effectiveness of different methods of marketing, Tasty Tasty Muffin will learn what is needed for the company to be an absolute success.

## 1.4 BUSINESS PURPOSE

We are providing good product for our customer and develop and sustain our leadership position by engaging and supporting our most valuable customer, competence, commitment and creativity of our people.

We provide experiences; environment and outcomes for our customer by creating a good relationship based our product benefits, partnership and mutual understanding.

We enable them to realize the benefits of our product to their health and make them learn how to appreciate their life. This is because we are producing a healthy muffin with gluten-free, nut-free and sugar-free. Besides that we give them opportunity to tell us the criteria of the muffin that they want. Customer priorities and satisfaction is our strength and target.



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