



UNIVERSITI TEKNOLOGI MARA

BUSINESS PROPOSAL

C&C CAKE MAVEN

ETR300

PREPARED BY:

NORDIAH MULDYU	2011748981
G SOPHEA SULAIMAN	2011964755
NAZLAN ROSLAN	2011195819
AMIROL HAFIZ JAINOL	2011369191

AT1105A2

LECTURERS NAME: MDM. DAYANG HARYANI DIANA  
BINTI AWANG DAMIT

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## EXECUTIVE SUMMARY

Our company name is Chocolate and Cheese Cake Maven. The nature of our product is partnership and we expect to start the business on 1<sup>st</sup> January 2014. Our main office is located at Center Point Kota Kinabalu.

This business provides good and services to the customer in order to fulfill customer demand. For example, chocolate and cheese cake by adding several favors and attend in many variety and *design of cake*. So, we are taking this opportunity to start our cake business with varieties chocolate and cheese taste to attract many customers.

The future prospects of our business are people around the Sabah and at the same time aiming to develop and spread the business around Malaysia and go further. This is because, we find out that now a day many people especially for those that have good standard of living able and like eat cake chocolate or cheese favor and willing to try the taste.

We are prospecting to increase 3 % and 5 % sales of our business on second and third year respectively.

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