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## EXECUTIVE SUMMARY

### Borneo Cake House

The Borneo cake house is businesses that produce layer cake and the way we attract our customer using a good strategy, which is one of them is through an apps called the I-lapis apps. This app is to make our customers life much easier and convenient. By using these apps they can get their desired layer cake at the tip of their fingers. By using this method, we can increase our potential customers and we will give discount for loyal customers. The reasons why we make this apps is so that it makes the customers life easier which they just can register their account and we can access to that account so that we know our customers through this apps. On our apps, we will provide various choice of layer cake for our customer to choose.

Other than that, we also provide a free cost of delivery for our local community especially that live 5 kilometres away from our shop lot. We will incurred charge if the order is more than 5 kilometres with reasonable charges. This can help to promote our layer cake especially among the nearest community, which can give benefits to our sales of layer cake from them which they can help us to promote our layer cake to their family members and friends. All they need to do is contact us through our office number or purchase through our apps then their order will safely arrive in front of their door.

To make this business more attractive and interesting, we decided to make layer cup cake. This layer cup cake is small in size and is much cheaper than the original size of the layer cake. The reasons why we decided to make this layer cup cake is because a lot of our customers decided to try varieties of flavour but mostly don't want to buy in a original size which is medium in size because they say it's not worth it. If they want to try all the flavour available for original layer cake, we can provide in a small potion.

We are confident that this business will be one of the famous layer cakes in Malaysia. Not only that, we are also confident that in 5 years our business is known widely among local citizens. Thus, our profit will be doubled, and we are silently helping with the market growth in Malaysia.

## **VISION**

Our selected ideas among the three ideas are by l-lapis apps. The vision of this idea is to ease the burden of the customers and to make their life easier. They can simply clicking on the tip of their fingers and the layer cake will safely delivery at their doorstep. As you know that gadgets are widespread not only among youngsters but also among adults. This is one of our strategies to attract customers by exposing to them our layer cake through our application which is something new in the industry and able to attract people attention. We offer a free delivery within 5 kilometres to meet our customer demand so that they no need to waste their time and fuel.

## **MISSION**

The mission of this business is to promote layer cake to outsider. Layer cake is one of the signature menu and food for the local people of Sarawakian. We, as a layer cake manufacturer feel really honour to represent our local tradition food to the outsider so that they can feel the unique cake produce by local people with various flavour. We also want to promote Sarawak to the foreign tourist to make them keep repeat their order.

## **OBJECTIVE**

Moving forward, the main reason why we choose this business is to produce the best layer cake and also to make sure that our community get exposed with our layer cake's speciality. We offer the best services to meet our customers demand. We sell various type of layer cake with affordable price for our customer. We also offer a mini layer cupcake so that our customer will be able to test various flavour without doubt so that when they come back again, they can choose their favourite flavour in a big portion. It is to increase our customer satisfaction.

## **IDENTIFICATION**

### **1st IDEA**

Our first idea for our businesses, Borneo Cake House, is introducing an application called the I-lapis apps. This app is to help customers that live further from our company to order their desired layer cake easily, it is also for people that are busy and have no time to go out, that hates traffic jam and are from different state of the country. This is to help ease the customer's burden from travelling far and wasting their money on transportation. Nowadays not only youngsters but adults depend on their gadgets, which they can order their layer cake simply by clicking using the tip of their fingers. The customers can download this I-lapis application from the store in their gadgets for free. Customers need to register their name, home address and phone number during account registration. This is to make sure that we get inform their personal information when their do purchases of layer cake and help us to do delivery more easy. These apps provide varieties types of cakes from the cheapest to the most expensive layer cake. The sequence of this layer cake is following by the initial name which is from A to Z. Not only that this app accepts credit cards and cash payment.

### **2nd IDEA**

The second idea is by giving free cost of delivery for local citizens that live at least 3 kilometres away from our Borneo Cake House. This can help increase our sales of layer cake especially among the nearest community. The reason we are doing this is to attract customer that appreciate simple pricing structures, which in turn makes our layer cake one of the potential competitive advantage for our business. Not only that, by giving this free cost of delivery for local community, we can gain loyal customers.