



UNIVERSITY OF TECHNOLOGY MARA (UiTM) SABAH
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES
DIPLOMA IN PUBLIC ADMINISTRATION

COZZY BUN CAFÉ & BAKERY

BUSINESS PLAN

COZZY BUN CAFÉ & BAKERY
LOT 40,3RD FLOOR,
SURIA SABAH.

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Cozy Bun Café & Bakery

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Executive summary

The name of our company is Cozzy, while the name of our business is Cozzy Bun Café & Bakery. Our business focuses on trading whereby our product more on buns, cakes and beverages. Therefore our industry is focuses on retailing. The location of our business is Lot 40, Third Floor of Suria Sabah, Kota Kinabalu. The reason we choose this kind of business is because the location is strategic place for the customer to look for food and beverages. Most of our members interested in this industry. For our market customer, we assume that local people and tourist will come to our premise to purchase our products. Therefore, in future we hope that the product of our company can be export outside of Sabah in hope of expanding our market to the nationwide. According to Department of Statistics Malaysia 2011, there will be 3 120 040 tourist come to Malaysia. Therefore, we assume that many people consists of local people and tourist will become our customer and gain more profit.

Introduction

The name of our business entity is Cozy Bun Café & Bakery. The type of the business is partnership which includes four people who agree to open-up this kind of business and have the same interest of it. We decided to choose to open this kind of business for our business plan because after we made a survey as a whole, we found that this business has a big opportunity to go far especially to earn more profits in future.

We choose to open this kind of business because of the main location that we have chosen which is Suria Sabah. We noticed that this place has a strategic location because of less competition in the place and high potential to gain market opportunities. We chose this place as our operation place because nowadays many visitors especially foreigners and local people come to Suria Sabah as their destination for expenditure purposes. Besides that, we also found that the workers in that shopping complex would like to come early in the morning to open their shop. Therefore, we assume that before the foreigners and our local people go for their shopping and workers start opening their shop, why don't they go to our shop outlet for a breakfast first. That's the other reasons why we would like to open Cozy Bun Café & Bakery for our business plan.

Our business is a combination of two types of concept there are café and bakery. The reason we combine this two concept because we rarely found this type of business that take seriously part of it. Look at Multi Bake Bakery for examples; they only focus on their bun and cakes as their main product however in their services given they need to improve a lot. Only for certain place they will provide their other services like providing drinks for the customers. Therefore, what we would like to show here is our product and services will achieve the requirement of the customers and exceed their satisfaction as our priority.

In order to introduce our business to community, we want to promote about the healthy product for the healthy life. Nowadays, we always hear that people easily get silent killer like heart attack because of more sugar in body system. Where the sugars come from? It comes from the food that we take. Therefore, even our products looks delicious but our products also take attention about healthy care for healthy life by focus on the healthy ingredients. Our product also will look like expensive but actually the price given is reasonable with the products because instead caring about life we also focus on profit same like other business.

We predicted that in long term plan of business our products can be commercialized to another country. For example like our main product like bun and bread will be market in the other place. For instance, we will start our service operation on the 2011 with the amount of capital including loan from bank RM 146,300.