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BUSINESS PLAN REPORT



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BUSINESS NAME

THE GADIESS BAKERY ENTERPRISE

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EXECUTIVE SUMMARY

The Gadiess Bakery Enterprise is a partnership business that specializes in cakes and desserts. This business is developed due to the deep interest in baking. Unique, special and magnificent flavour and design of cakes are what you can get at the bakery and can only be found here. Customized cake is one of our speciality offered as the customers can request any design and flavour of cakes according to their desire and budget.

This bakery is assist by 5 important roles which are the general manager, marketing manager, operation manager, financial manager, and administration manager which is also function in human resource. Each position has its own role and duties but with one purpose which is to ensure the business runs smoothly.

There are various reasons and factors that we have considered when running this business such as the location. We chose to run our bakery in Shah Alam as we know it is a good location to do a business and at the same time provides other advantages for our business such as having good parking facilities and easy to locate in Google map. Even though we are facing a high competition from other bakeries but with the special features and promotion offered by our bakery are some of the reasons we are more preferred by the customers.

Our business has shown a very good development in terms of revenue and financial management but we believed that by having investors that willing to invest in our business will create the chances of our bakery to go further in future thus make it a well known bakery in the entire world.