

UNIVERSITI TEKNOLOGI MARA  
SABAH CAMPUS

FUNDAMENTALS OF ENTREPRENEURSHIP  
(ENT 300)

DIPPY CUPPY CAKE COMPANY

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## EXECUTIVE SUMMARY

Bakery industry nowadays is booming and getting attention by many people. Entrepreneurs are trying to use their creativity and skills in order to capture a high customer's satisfaction through attractive decorations and its nutrition. As we know, people are concern with their health and thus, there are many businesses that produce and sell cupcakes containing low sugar and low fat. They take the customer satisfaction as their main priority. In western country, there are many shops that are specializing in producing as well as selling cupcakes as their business. However, in our country itself, the cupcake business is relatively new and still growing. This business has its own potential to grow in the future.

So, we grab this opportunity to undergo a cupcake business and operate a business called Dippy Cuppy Cake Company in order to gain profit as well as to achieve customers' satisfaction. Our project is about cupcake business which is to produce and sell cupcakes. We will offer a variety of high quality of cupcakes and all cupcakes will be made by us in our kitchen. Our prospect is that this business will be developed and expanded in the future as people nowadays are more prefer to have cupcakes in their occasion and also as desserts.

Dippy Cuppy Cake Company has come into existence from a unique venture consisted of young energetic Malaysian personnel believing we have the synergy towards achieving our vision, which is within the next five years, Dippy Cuppy Cake Company will be a well-establish bakery shop (specialized in Cupcake) in the Sabah area by consistently providing the combination of perfectly prepared cupcakes and outstanding service that creates an extraordinary dessert experience, with a continued commitment to incorporating wholesome, natural ingredients and promoting business practices that respect the earth and the environment.

Our target market is consists of the people in Kota Kinabalu area. Cupcake is for everyone, and thus we evaluate that every person are afford and willing to buy our cupcakes. Individuals who purchase our cupcakes will be people who are in middle to upper class. Corporate people are also one of our target markets as they tend to have celebrations and event.



Our business was located in the building of Centre Point Shopping Mall, Kota Kinabalu. This place is considered as a strategic location because people in Kota Kinabalu area will go to this place as their main shopping mall. Thus, we can reach a large market there.

In future, we have our dream to develop our business. We want to expand our business to the other district that has the potential. Furthermore, we also want to expand our business to Sarawak and to Peninsular Malaysia. We will have a variety of flavor, design, decorations and types of packaging. This is a way in order to us to retain customers' loyalty. We are focusing our efforts on building strategic relationships between party planners, catering employees, friends, family and our customers. We will offer the highest value of cupcake selection at a competitive price.

The contribution that this business can give to the society and country is by providing source of employment and also by helping to develop the economy sector. The capital that we need for this project will be financed from the partners' contribution and also loan from bank.

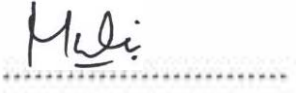
By that, this business proposal is contain our dream to establish a business to show our ability to all people. We start from zero, but in future we will have everything that will fulfill our dream.

## DECLARATION

“We certify that this business proposal does not, to the best of our knowledge and belief:

- (i) Incorporate without acknowledgement any material previous submitted for Diploma in any institutions or higher education
- (ii) Contain any material previously published or written by another person except where the reference is made in the text; or
- (iii) Contain any defamatory material

We also grant permission for the library at Universiti Teknologi Mara, Kota Kinabalu Campus to duplicate copies of our business proposal (ENT 300).”

Signature :   
General Manager : Muliati binti Mahmud  
Date : 6 April 2010

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