



*SHABELLA CAKE HOUSE*



UNIVERSITI TEKNOLOGI MARA

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**SHABELLA CAKE HOUSE**

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SHABELLA CAKE HOUSE

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## **SHABELLA CAKE HOUSE**

### **1.0 INTRODUCTION**

#### **1.1 NAME OF THE COMPANY**

The name of our company is SHABELLA Cake House. Our mode of business is partnership. Since there are three of us, we have decided to name our company according to our names which is SHA for Sharon, BE for Jessica (her nick) and ELLA for Shaziella (her nick). Our two other partners, which is Nashroy and Khadijah was joining us while the name was created. So we have decided not to change the name so that it will be easier because we have used the name before Nashroy's and Khadijah's jointship.

#### **1.2 NATURE OF BUSINESS**

Shabella Cake House is a business that focusing in cakes production whether it is small-size of cakes (cupcakes) or big-size of cakes (wedding cakes and above 1kg of cakes). Our product is guaranteedly fresh from the oven. We emphasize more on our cupcakes production since it is still new in the food industry and people nowadays are more demanding on this cupcakes.

The uniqueness of our business is we also provide classes with affordable prices of fees for those who are interested on cakes' production. We also have many design on our cupcakes or can be design by the customers themselves.