



ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

GEBULICIOUS PASTRY



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SUGGESTION FOR REFERENCE:

OVERALL BIZ PLAN	
INTRODUCTION	✓
ADMINISTRATION PLAN	
MARKETING PLAN	
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ACKNOWLEDGEMENT

Alhamdulillah, we are very grateful to certain parties because with their help, we are able to complete this ENT 300 BUSINESS PLAN in a timely manner. Although there are some things that are inevitable, they are not a hindrance or a major problem for us to complete. However, we continue to seek out a variety of sources and as a result the work is accomplished through the hard work of me as well as helpful colleagues. Here we would like to thank my lecturer Puan Balqis for her assistance and guidance.

The main topic for this assignment is about our own company. We have done many research to support the ideas and structure of our report. This is to ensure that the information we deliver is up to date and will not induce any misinformation.

Finally, to ease the assessment to my lecturer, we have also divided this assignment into sections. We have divided my content into the introduction, the body and conclusion. We have also included appendix and reference as per the given format of this report.

Overall, through all the struggles and complications, we as a team members are very proud to complete this task. Lastly, we would like to thank everyone who helped us directly or indirectly.

EXECUTIVE SUMMARY



Gebulicious Pastry is a bakery shop that sells different items focused on pastry, such as muffins, cheese tarts and pies. Due to the fluffy and delicious texture of the product made, Gebulicious is called. Langkawi Island, Kedah Darul Aman, is the location of this store. The price offered is very fair and acceptable for the product sold at Gebulicious Pastry. Customers can already afford to enjoy the items offered in this store, starting from RM 12 per box. Students, teenagers, children and adults are the target market for Gebulicious Pastry. This is because, pastry-based products will definitely be a favorite of many regardless of age.

The aim of opening this bakery shop is that sweets or pastry items are very well received by the public in this modern era. Modern products are favored over conventional products. We take personalized orders in this shop as well, and customers can select their own designs. Customized product prices are very competitive and affordable for all. This is one of the advantages for the customers who come to our shop.

We have a total of eight employees at Gebulicious Pastry, who are divided into several categories, including Admin/General Manager, Marketing, Operation and also Financial. Since our shop is still fresh, we are limiting it to recruiting new employees. Gebulicious Pastry operates five days a week and on Thursdays and Fridays, our shop will be on holiday for two days. We use delivery service to clients or customers who are unable to come into our shop physically. This will make it easier for clients or customers and can produce more sales to our shop.

Gebulicious Pastry also offers birthday party services, important events and so on. Customers can order this service by simply making an appointment with our store or continue to order online. Customer satisfaction is a priority for Gebulicious Pastry.

CHAPTER 1: INTRODUCTION

1.0 INTRODUCTION TO THE BUSINESS

Business name : **GEBULICIOUS PASTRY**

Business address : **LOT 4, JALAN BUNGA RAYA, MUKIM AYER HANGAT, 07000, PULAU LANGKAWI, KEDAH DARUL AMAN.**

Nature of business : **PASTRY PRODUCT**

Factors in selecting the proposed business : **Pastry products are very popular with the current generation.**

Future prospects of the business: **To introduce unique flavors in Gebulicious Pastry products as well as further expand the pastry business to a higher level.**

1.1 PURPOSE

1. To allow the entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner.
2. To analyze and evaluate the viability_of a proposed venture.
3. To provide administrative and technical conceptual training services in the food industry and food technology.
4. To create business opportunities in the pastry and confectionery industry to entrepreneurs especially for Bumiputera.