



اَوْنِفُو تِكْنُوْلُوجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## SWEETLICIOUS BAKERY

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## **1.0 - EXECUTIVE SUMMARY**

Sweetlicious Bakery is a *Muslim* bakery which offer a wide range of bakery and pastry product that is freshly made and guarantee it *Halal*. The halal concepts are currently developing in Malaysia especially at USJ 10. The bakery located at the Wisma Conlay, Jalan USJ10/1, 47620 Subang Jaya, Selangor. The location is being selected due to the high demand of halal bakery product and potential to growth in this area since there is no any bakery owned by Muslim in this area that produce guarantee *Halal* bakery and pastry products. Observation has been done and it is found that the bakery will build a strong position in the chosen location because the location is strategic since it is a business centre for USJ area that attract many potential customers from resident and people who are working in that area. The vision is to be the top choice halal bakery with affordable prices in Malaysia.

The total of project implementation costs is RM136,423.10. The business will be start with owner contribution of RM68,423.10. It is also expecting to get funds on the remaining cost of RM68,000.00 through a loan purchase from Bank Rakyat Berhad. The bakery's net profit also estimating to keep increasing every year.

The bakery is owned and managed by General Manager and assisted by 12 employees. Even though the bakery is new in that area and it is the one and only Muslim bakery in USJ 10, but this bakery is confident in business growth, add branches hence build branding and good reputation in the field of bakery industry.

## **2.0 – COMPANY PROFILE**

### **2.1 Introduction**

❖ **Name of the company**

Sweetlicious Bakery

❖ **Nature of Business**

Bakery and pastry products

❖ **Industry Profile**

From observation, sweet food or we called as dessert very easy to attract sweet food lovers especially among teenagers. As we know, there is so many bakeries out there with the theme of sweet food, dessert, pastry or any others type of food already be trend and famous. Sweet food is no longer known as sweet course or dish usually served at the end of a meal. But now, this kind of food can be eaten at all times. Same goes to pastry, this is a simple yet delicious dish to serve or eat. Where it can be eaten in the morning, noon to night. It also captures the attention of students whose food is so easy to prepare and eat because they have no time to cook. It is also a food that can give the eater a happy feeling. Besides that, sweet foods can also control feelings of anger, stress among the people out there. Therefore, we expect sweet foods like these to be sought by the people at least once a day.

❖ **Location of Business**

Wisma Conlay,  
Jalan USJ10/1, Taipan USJ,  
47620 Subang Jaya, Selangor Darul Ehsan

❖ **Date of Business Commencement**

20th January 2020