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BOM BOM PIE CAFE

BUSINESS PLAN

FUNDAMENTAL OF ENTREPRENEURSHIP

ENT 300

SABAH

UNIVERSITI TEKNOLOGI MARA (UTM)

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INTRODUCTION

The name of our company is Bom Bom Pie Café. As we all know, there is no cafe in Sabah that specialize in producing pies as their main product, whereby the nature of Bom Bom Pie Café is producing delicious, nutritious and variety taste of pies. Pie will be the main product of Bom Bom Pie Café. Our Café would like to fulfill people's craving for a delicious pie that will surely make them to come again and buy some more truly memorable taste of Bom Bom Pies. Our Café will be the first Café in Sabah that specialize in producing pies. Therefore, this situation gives opportunity for us to become the first, the best and the highest demand for pies.

Bom Bom Pie Café is located at Sulaman Central Store. Sulaman Central is a strategic location for Bom Bom Pie Café because of its environment whereby Sulaman Central is surrounded by people from three main areas which is the Sepanggar Area, Terbobon Area and Tuaran Area. In addition, Bom Bom Pie Café location is near to the raw materials and suppliers. Besides that, the transportation is very easy to get at this area because there is always public transport available. Bom Bom Pie Café is a new business in Sabah; therefore we have to find the most suitable price of rental that located at strategic place which is the why we choose Sulaman Central because the place is strategic and the price rentals is affordable.

Our target market is people around Sabah and the resident of the three main areas which is the Sepanggar Area, Terbobon Area and Tuaran Area. Our potential prospects are the resident of Taman Indah Permai, resident of Taman Kuala Menggatal, resident of Taman Gudon, resident of Kg. Lokub, resident of Kg. Tebobon, resident of Taman Sri Maju, resident of University Apartment 2, student of UiTM, student of Politeknik, student of UMS, people that work at Sulaman Central and people that interested to buy our pies. In long term, we would like to expand our business to Sarawak and east Malaysia. Hopefully, with the success that we trying to achieve, Bom Bom Pie Café will be introduce to Brunei Darussalam because we would like to expand our business in the international business arena.

Bom Bom Pie Café will be expected to operate on 13th of August. The reason we choose this specific dates is because we want to discover more on this type of business industry, identify the most suitable target market and the best supplier. Besides that, we want to do some research about the location and people interest in pies.

PURPOSE OF BUSINESS PLAN

This business plan is prepared by Bom Bom Pie Cafe. For the purpose of:

- a) To fulfill the demand of pies in the market.
- b) As a guideline in managing the business or the proposed venture.
- c) To evaluate the ability of this business to compete with other competitors.
- d) To add the numbers of the Bumiputera involvement as an entrepreneur.
- e) To fulfill the requirements of the ENT 300 subject.

VISION

Bom Bom Pie Café would like to be the most successful pie company in Malaysia. We also want to increase our loyal customer and give chances to other entrepreneur that would like to franchise Bom Bom Pie Café. We would like to expand this business to Sarawak and east Malaysia. Hopefully, with the success that we trying to achieve, Bom Bom Pie Café will be introduce to Brunei Darussalam because we would like to expand our business in the international business arena. And as we continuously grow, we want our customer to be part of our family, a team of innovation, and nutritious yet delicious pies with lots of warm feelings!

MISSION

From start until delivery of end products, we will be serving variety taste of pies, nutritious array of pies that are freshly baked, complemented with warm service. We also will provide catering for the interested customer, whereby we will provide delicious pies and good services that will surely satisfy our customer needs and wants. Bom Bom Pie Café will introduce the variety taste of pies to a new demographic group in order to increased networking and potential customer. Last but not least, we will attain our goal by achieving high sales of pies.

