



اَوْنُوْ رَسِيْتِي تِي كُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

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FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING (FSPU)
DEPARTMENT OF QUANTITY SURVEYING

FUNDAMENTAL OF ENTREPRENEURSHIP

ENT 300

BUSINESS PLAN

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1,0 EXECUTIVE SUMMARY

La Estrella Bakery is a business that sells pastries as our main products. We are focusing on pastries like red velvet cakes, cream puff, cupcakes, cinnamon rolls, Nutella bomboloni, crème brulee, chocolate mousse, brownies, pavlova and croissant. Our business concept is providing customers with the most savory and delicious pastries, trendy food, and Instagram-worthy food. Not just we are providing the best and unique taste of the pastries but we also put an aesthetic value on each of our products. This is in the aim of attracting more customers to enjoy and taste our product by themselves. Customers can walk-in into our stores to purchase the pastries or they can have it delivered to their doorstep in such short period of time. We are opening our La Estrella Bakery websites where they can see the menus and have them delivered. Not just that, we also collaborate with local delivery services like Lalamoves, Grab Food and Food Panda to deliver our products. Customers could easily download and use the app to check out our pastries. The picture that we advertise in the menu will look exactly upon arriving to customers' hand. Most of our products are trendy and up to date for pastries lover. There are hundreds of flavours that you can choose from all the pastries.

Our target market are people in the range age of 18 – 40 years old. As this age have the biggest engagement on social medias. Most of our advertisement are online where they could easily see from their own social medias. They can also sign up for email advertisement where there are lots of discount that they can get from it. Next, as our pastries are trendy food, teenagers are most likely to fall in love with this kind of aspects. They find it much more interesting if the food is viral. They would want to have and taste the same thing as everyone else does. Furthermore, our business is a partnership business, in other mean, we are putting ideas and working together to make one of the best managements and to have a great product outcome. This aspect has surely the biggest impact on the business itself. In terms of competitive advantages, we are providing our customers with a custom-made pastry. They can choose however they would like for the style and flavours of the pastries. Even though we are providing with high-quality aesthetic, our price is very affordable to all people and that what makes us special from other bakeries.

Lastly, we are hoping that all of our hard work will be paid off. We have forecasted the financial plan or outcome which will gives us advantages in running La Estrella Bakery. As per plan, it will have an increasing and improvement of our business all year around.

2.0 BUSINESS DESCRIPTION

2.1 Introduction

La Estrella Bakery is one of the business that provides various baked goods that can satisfy our customers with our products. We are serving the desserts and beverages in our Café. This concept of business is already known in Malaysia, and we can attract more customers to try out our bakery. This business was managed by five partners who were determined to give the public a great opportunity and supply our product in order to dominate our market. Our company name is by the meaning Estrella itself which is stars. La Estrella Bakery will be launched on 1st January 2022 and will be located at the Seksyen 17, Petaling Jaya Selangor. This place is near to the supplier of our product and it is near to town. Moreover, we will be able to establish our business and will be looking for opportunities to expand it.

2.2 Factors in selecting the proposed business

The reasons we choose this business is because we want to attract more customers to try our product goods. And the business purpose is to understand the business and act as a guideline to manage the business effectively and creatively. We also want to provide goods that are different from the other bakery. At the place where our business is located, there are not many bakeries there and our business still has low competitors that produce the same product as ours compared to other businesses. Moreover, we are trying to understand the business's goals and objectives by giving a guideline regarding the job duties and responsibilities. From this, we will have good teamwork and do our job smartly. Furthermore, we are persuaded and influence our customers about the products that we offered and give assurance to them to try our products. Our main objective for our business is to focus on the supply and produce fresh baked goods. We also want to make a good relationship with our suppliers and especially with our customers to maintain our potential customers. Also, we want to grow our business so that we can make a large rate of profit and ensure that our production works smoothly and effectively so that we can increase our production.

2.3 ORGANIZATION BACKGROUND

2.3.1 Name of the Organization

Name of the Organization	La Estralla Bakery
Business Address	45, 47 49, Jalan 17/45, Seksyen 17, 46400 Petaling Jaya, Selangor, Malaysia.
Website	www.laestrallabakery.com
E-mail address	Laestrallabakery@gmail.com
Telephone Number	03-254-6783
Form of Business	Partnership
Main Activities	Bakery
Date of Commencement	1 May 2020
Date of Registration	1 April 2020
Name of Bank	Maybank
Bank Account Number	110213100441

A business that is co-owned by five people referred to as a partnership. The co-owners of the business are called partners. The co-owners must register the partnership with the state and may need to apply for an occupation license. Besides of this, in a general partnership, all partners have unlimited liability. That is, the partners are personally liable for all obligations of the firm. The earnings distributed to each partners represent personal income and are subject to personal income taxes collect by the by the government.

The name of organization is La Estrella Bakery. It was a dessert or bakery-based business activities type. Choosing this organization because it was an idea of both five entrepreneurs. The entrepreneurs have skills in baking, marketing, and previous business in this field. It will make the business be easier for them to handle it. Other than having a diploma in a construction industry the entrepreneurs also have a certificate as a baker. This organization will make them to contribute towards food industry. The entrepreneur also registered with SSM.