



اَبُو سَيِّدِي تَيْكُو لَوِي مَارَا
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FUNDAMENTALS OF ENTREPRENEURSHIP

“BAKED BARISTAS”

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Executive Summary

Baked Baristas is a partnership business consisting of (5) members that hold important positions which are General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital amounted to RM125,000. Baked Baristas is one of the most popular cafes at Pulau Pinang.

Baked Baristas with tagline 'Breads, Cakes and Coffee House' is located at Shop lot (37, Lebuhraya Armenian, George Town, Pulau Pinang). Our business promotes through social media platforms such as Instagram and websites. Advertising and marketing will be done in a variety of ways. The first step will be to distribute flyers across the area. Ads will be placed in all areas, including bulletins. Due to the fact that Baked Barista will be the state's first union restaurant, advertisements will be published in all union publications. In addition, advertisements will be displayed in the desired regions. However, for operations such as stock management, the meeting location is at the given address.

Baked Baristas is a company that focuses on food service in Malaysia. Our main products are breads, cakes, and coffees. There are many kinds of choices for each type of our product. The products available at our cafe are suitable for different kinds of occasions. The three-mile radius surrounding Baked Barista is densely populated with young, upwardly mobile people with spare cash. A high number of upper middle class 'Baby Boomers', who make up a substantial part of individuals who visit coffee shops.

In Penang, the cafe business has seen an explosion of growth over the last few years. Pulau Pinang is an affluent area with a high population. Our market research has shown families and adults are the main customer segment for our business. Furthermore, everyone from all ages, gender and religion that lives in Pulau Pinang are welcomed to our cafe. Baked Barista will offer a friendly, relaxed environment in which customers may enjoy high-quality cuisine, service, and entertainment at a reasonable cost. While there are currently a lot of other cafes offering some quite good deals, our cafe is also competing to give customers a better experience and satisfaction as our mission is to serve the best bread and coffee where absolute guest satisfaction is our highest priority.

CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION TO THE BUSINESS

<i>i.</i>	<i>Name of the business:</i>	BAKED BARISTAS (breads, cakes and coffee house)
<i>ii.</i>	<i>Nature of business:</i>	Partnership
<i>iii.</i>	<i>Industry profile:</i>	Service
<i>iv.</i>	<i>Business Location:</i>	GeorgeTown
<i>v.</i>	<i>Date of commencement:</i>	Year of 2023

vi. Factors in selecting the proposed business:

- a) We want to provide our customers with varieties of breads, cake and also coffee.
- b) Our intentions are to provide job opportunities to people who unable to find job by hiring them to be our employees and we also will find agent to sell our products.

vii. Future prospects of the business:

- a) We want to open up a new branch in other state when we are stable or in the next 5 years. We want our breads, cakes and coffee house well-known and people will always keep talking about how good our breads, cakes and coffee are.
- b) We plan to make our own 3-in-1 coffee that our customers can get at our café. This can help our customers who really love our coffee to enjoy our coffee every day without coming to our store especially during their busy day.