



اَوْنَبُوْ سِيْتِي تِي كُنُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)
CASE STUDY/BUSINESS OPPORTUNITY/BUSINESS PLAN
BROWNIE.BROS

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BACKGROUND OF THE COMPANY



Business Name : SHAMER GROUP SDN. BHD.

Business Registration Number : 1160391-H

Business Genre : Food & Beverage

List of product :

-BROWNIE.BROS

-Dark Chocolate Brownie

Certificate (if any) : HALAL , HACCP, MESTI

Business Address :

SUITE 11.01 MENARA OBYU,

4 JALAN PJU 8/8A,

DAMANSARA PERDANA,

PETALING JAYA, SELANGOR.

ZIP Code : 47820

Business Website Address / Media Social URL : <http://browniebros.com.my>

Marketing Mobile number : +6012-3663981

Business Phone Number : +603-7717 4786

Business Fax : +603-7717 4701

Business Contact Email : shamergroup@gmail.com

Current market (State/Country) :

DUBAI, ABU DHABI, BRUNEI, BANGKOK, JEDDAH & MOROCCO

EXECUTIVE SUMMARY

Brownie.Bros is a chocolate shop locally owned outlet that will be positioned as local brownies supplier through our creative approach to customer. Brownie.Bros will provide a combination of excellent dessert at value pricing, with fun packaging and atmosphere. Brownie.Bros is the answer to an increasing demand for snack-type fast food, to be consumed while window shopping and walking around inside a shopping mall.

In today's highly competitive environment, it is becoming increasingly difficult to differentiate one cake shop outlet from another. Selangor, is one of the thirteen states that make up Malaysia, it is also the most developed country in Malaysia. With more than 11 million visitors yearly, mainly from neighboring countries as Singapore, Indonesia, Thailand and the Philippines. Selangor's retail sector is the strongest in the region.

Our main priority is to establish one chocolate shop in a crowded mall, preferably in one of prominent shopping malls in Malaysia. Later, our effort will be a further development of more retail outlets in the surrounding area.

This plan is prepared to obtain a location for the initial launch of this concept. This is possible will allow Brownie.Bros to successfully open and expand through next year. The initial capital investment will allow Brownie Bros to provide its customers with a value-driven, entertaining experience through the creativity of its founders.

Brownies.Bros will entice youngsters to bring their friends and family with our innovative environment, cakes, and selection of unique cookies.

BUSINESS DESCRIPTION



SHORT BUSINESS DESCRIPTION:

Brownie.Bros is inspired by our urban lifestyle and the food we craved as children for a simple, fun and nutritious food that has the richness of dark chocolate loved by many.

Dark Chocolate that is the main ingredient in our brownie is very healthy and is a universally favoured food by different walks of life around the world. We care about the taste and the quality materials in our product.

Our niche is our premium packaging with eye catching logo. Our secret is our signature outer crust, dense, fudgy, rich chocolaty, chewy and moist but not wet or gummy. And it taste home-made which would provide us consistent growth in the market.

LONG BUSINESS DESCRIPTION:

We have obtained HALAL Certification from JAKIM and have obtained HACCP certification. Which means that our products comply with the HALAL and HACCP requirements and would also be acceptable in the worldwide market. We have spent many hours researching and discovering some of local and world best ingredients to innovate and create a super delicious brownie.

We aim to bring this vision of “A QUALITY TASTE SENSATION” around the world with the best service. Brownie. Bros specialize in production of frozen and non-frozen brownie for local consumption as well as exporting our Malaysian made product to the overseas market.

At Brownie.Bros we inspire the senses with an amazing flavor of chocolate, passionately made with the highest quality Malaysian made chocolate. For us every box of brownie is an artistic creation of love. We care where our food is sourced from and always look for the best quality produce to serve our customers.