



اَوْنَبُوْ سَيِّدِيْ تَيَكُوْلُوْ كِيْ مَارَا
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GROUP ASSIGNMENT

BUSINESS PLAN OF “AZREHA BAKERY”

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EXECUTIVE SUMMARY

This business is based on partnership where it consists 5 members which hold important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM150,000 where the total contribution of each member is RM10,000 and the rest RM100,000 is from bank loan which Maybank Berhad.

Bakery products is the most popular products in our company with tagline '*Help Your Day Easy*' is located at Lot 736 No 2, Kampung Bukit Bunga, 17500 Tanah Merah, Kelantan. Bakery is a company which focuses on beverage production in Malaysia. Cake is the world's most popular beverages. There seems to be an improvement in awareness of the high quality of baking goods such as cake and bread. There is less time for people today to bake wholesome, homemade bread and cake. It is an opportunity for us to be recognized among the people in the area.

Innovation to the products

We want to be attractive among the customers, so decided to make some innovation to the products. Healthy is very important to the everyone before taking any food and drinks. As we know, bakery is the business that sell bakery product such as cake, bread, the material or ingredient for bakery thing and many more. The product can be a new product by add the ingredient that very useful to the customers. For instance, the ingredient of cake is floor, egg, baking powder and else. For the product, we can add some healthy ingredient such as collagen and vitamin. Collagen is one of protein in the human body. We always heard about collagen supplement. So, it is important to our body to stay healthy. It is mean, although we eating a cake, does not mean we cannot be healthy, so we add collagen and vitamin to our product.

We make some research that Malaysia is one of the countries that busy during the day time. During the day, many people is out of home such as the workaholic and students. Our motto to make their day become easy after a busy day at the work and school with the taste of delicious cake, the customers can enjoy their cake to release stress from work and student life.

We are wishing to make this bakery able to expand in the future with the funds from the bank. We expect that our company will grow in the future. We will be preferred Malaysia's company that served bakery and products to the global market with a best quality and taste to satisfy the customers.