

UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

FUNDAMENTALS OF ENTREPRENEURSHIP
(ETR 300)

SWEET TOOTH CUPCAKES CO.

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EXECUTIVE SUMMARY

In the name of GOD...

As a representative of **Sweet Tooth Cupcakes Co.**, I would like to say thank you to everybody, especially to all my partners, together with me worked for this Business Plan. All of them are:

Maisarah binti Mohd Kamil

Mohd Hanis Sayuthi bin Mihd Dini

Romzy bin Samir

Mohd Azizul Faiz bin Suip

All of us have sacrificed our time, our energy, our own money and everything to ensure that this Business Plan done very well. With hope, this Business Plan could bring victory for us to achieve our goals.

All of the mistakes, either directly or indirectly hope could be apologized because all of it is come from us. However, what we want to achieve are our success with you.

After thinking for a while about this business plan, I thought about a vision that is introduced by our former Prime Minister Dato Seri Tun Dr Mahathir Mohammad, the 'Vision of 2020'. It is with the objectives to achieve a developed country towards the year of 2020. Thus we took the guide line for the future of our people, especially 'Bumiputera'.

Let time to measures everything..

Truly,

.....

(Rozaini binti Awang)

1.1 INTRODUCTION

In the early 19th century, there were two different uses for the name "cup cake" or "cupcake". In previous centuries, before muffin tins were widely available, the cakes were often baked in individual pottery cups, ramekins, or molds and took their name from the cups they were baked in. This is the use of the name that has persisted, and the name of "cupcake" is now given to any small cake that is about the size of a teacup. The name "fairy cake" is a fanciful description of its size, which would be appropriate for a party of diminutive fairies to share. The other kind of "cup cake" referred to a cake whose ingredients were measured by volume, using a standard-sized cup, instead of being weighed. Recipes whose ingredients were measured using a standard-sized cup could also be baked in cups; however, they were more commonly baked in tins as layers or loaves. In later years, when the use of volume measurements was firmly established in home kitchens, these recipes became known as *1234 cakes* or *quarter cakes*, so called because they are made up of four ingredients: one cup of butter, two cups of sugar, three cups of flour, and four eggs. They are plain yellow cakes, somewhat less rich and less expensive than pound cake, due to using about half as much butter and eggs compared to pound cake. The names of these two major classes of cakes were intended to signal the method to the baker; "cup cake" uses a volume measurement, and "pound cake" uses a weight measurement. Cupcakes are now one of the most popular sweet treats in the world, and there are many bakeries dedicated solely to cupcakes. The world's first bakery of this kind was Sprinkles, and is located in Beverly Hills, California.

SWEET TOOTH CUPCAKES focuses on producing HALAL and HEALTHY pastries especially cupcakes. Our product will be baked based on secret home recipes which will definitely distinguish itself from any other cupcakes, if there is. And it will be on the market with various flavors and decorations where it will be freshly served once it's baked. We chose this business because as far as we know, there is no business such like in Sabah, hence, Kota Kinabalu. Thus, it will be easier for our business to develop nationally and we are planning to start our shop at University Apartment where it will attract students as well as other residents around the area.