



اُنْدِيُوْرْسِيْتِي تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Go Delicious

Café

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1.0 INTRODUCTION

Go Delicious Café is the name of our business. We will be selling cupcakes as our main menu as we believe that from the demand for cupcake that is getting higher nowadays, we can gain much profit from this business. Besides, our delicious and unique cupcakes can attract many customers especially the young one. In our café, besides selling cupcakes, we will also be selling beverages for example juices, soft drinks and also hot drinks. Other than that we are also providing an internet wireless connection for our customers to access internet for free..

Our main target customers are the students and the public. We expect students as our regular customer as they are many institutes and colleges situated near to our business location that is in One Borneo Hyper Mall at Jalan Sulaman. The public is also our targeted customer. We categorized the public into two that are; the people from the Kota Kinabalu area and the residential area people.

EXECUTIVE SUMMARY

Our group has decided to choose a cup cakes marketing for our business as cup cakes demand in the market is quite convincing for us to get profit from it. We decided to name our company as 'Go Delicious Café'. Since we lay emphasis on selling different types of cup cakes in terms of its' flavors, colors, shapes and sizes, we decided to open a café and selling cup cakes for our main dishes. We will be selling our cup cakes according to the society's famous favorites at time to time. Besides we will take orders from customers for their events such as weddings, birthday, farewell and many more parties. One of the specialties of our business is that, we can make the cup cakes according to the themes of the events. For example, for valentines party, we can make the cup cakes with a the shape of a heart colored in red, white, pink and purple, suits to the theme of the event.

Our company directed by five partners that contributed the same amount of modal which is RM10,000 each and will be assist by a few workers which possessing different position. Thus we agreed to choose Partnership Company as our business entity. Our company is an unincorporated association that brings together our different talents in managing the company. In our Partnership Agreement, we agreed to contribute the capital for the business equally besides applying for loan. Thus the business profit will be shared equally among the members and 50 percent of it will be owned by the company management.

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