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SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP  
(ETR 300)

8 FAMILY CUPCAKES

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## 1. INTRODUCTION

### 1.1 BUSINESS BACKGROUND

The cupcake evolved in the United States in the 19th century, and it was revolutionary because of the amount of time it saved in the kitchen. There was a shift from weighing out ingredients when baking to measuring out ingredients. According to the Food Timeline Web, food historians have yet to pinpoint exactly where the name of the cupcake originated. There are two theories: one, the cakes were original cooked in cups and two; the ingredients used to make the cupcakes were measured out by the cup.

In the beginning, cupcakes were sometimes called "number" cakes, because they were easy to remember by the measurements of ingredients it took to create them: One cup of butter, two cups of sugar, three cups of flour, four eggs and one cup of milk. Clearly, cupcakes today have expanded to a wide variety of ingredients, measurements, shapes, and decorations - but this was one of the first recipes for making what we know today as cupcakes.

Cupcakes were convenient because they cooked much quicker than larger cakes. When baking was down in hearth ovens, it would take a long time to bake a cake, and the final product would often be burned. Muffin tins, also called gem pans, were popular around the turn of the 20th century, so people started created cupcakes in tins. Since their creation, cupcakes have become a pop culture trend in the culinary world. They have spawned dozens of bakeries devoted entirely to them.

In Malaysia, the cupcake industry has grown where it was from the old small-scale industry has already expanded to a larger medium-scale industry. Nowadays, cupcakes demand was growing as the population is growing and more people prefer to buy cupcake. This is especially true in expanding economies as the standard of living to make a further gain. Here, we can see the chance to open a business which is producing and selling cupcakes.

We have decided to open our business with the name 8Family Cupcakes. We choose 8Family Cupcakes as our business name because of we would like to create a family atmosphere which it will become a place that customer will go to hang out with their family members. The place where they can have fun with each others, at the same time



having a delicious light snack to share with each others. Thus, we produce and sell cupcakes that can create and bring family time.