



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا  
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BUSINESS MODEL CANVAS: GOLDEN BAKERY

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## **EXECUTIVE SUMMARY**

Golden Bakery provides a wide range of cakes, breads, and desserts to customers to ensure their complete satisfaction. Golden Bakery's target customers are all ages, and they include middle-and low-income earners who want to buy products at a reasonable price but with high quality. Aside from that, we target the busiest workers because we also deliver our products to customers' homes. Customers like to visit and buy from our bakery because the service that we provide is quick and friendly. When dealing with customers, we can also give them as an added value.

Our company is based in Kuala Lumpur and was. Since its inception in 2020, Golden Bakery has been one of the most popular and preferred desserts. The demand for their desserts and cakes has been increasing because most customers want these desserts and cakes to be served at events or special occasions such as wedding receptions.

One of the reasons it is well-known among people, particularly chocolate lovers, is that we introduce premium chocolate, the majority of which is imported from overseas, and we also serve fresh bread from the oven to customers. As a result, customers will be more inclined to purchase our products. Despite the fact that this business has a number of issues, the owners and employees have managed to find a solution. Finally, Golden Bakery will continue to provide the best and highest-quality desserts to all people while providing the best customer service.

## **1.0 INTRODUCTION**

### **1.1 Business Background**

Golden Bakery was founded by us in the year 2020 and is led by Siti Hajar binti Mohd Yusof. Golden Bakery is a new product owned by young women in which we want to produce various types of cakes, breads, and desserts that everyone can taste. Aside from that, we decided to start this business because we both discovered that nowadays, most people like to buy and look for unique cakes, breads, and desserts to give to their friends or to eat with their entire family during this MCO.

Based on our research and survey, most of the cakes, breads, and desserts served by other entrepreneurs are too common and have similar flavour and shape. As a result, Golden Bakery creates products that can be served in a variety of tasty flavours and types. All of these cakes, breads, and cakes have been favourites of people of all ages. The main ingredients for our products are fresh ingredients and premium ingredients for all cakes and deserts where Golden Bakery uses to provide customers with high-quality products.

Until now, we have conducted our business through social media platforms such as Instagram and Facebook. We also intend to expand their business by purchasing new outlets to make it easier for us to fill orders. This company actively promotes our products on social media, and all of our customers are happy and satisfied after tasting our products. All of our products are popular, and we frequently receive high-demand orders from customers requesting that we restock the dessert as soon as possible.

Nowadays, as we all know, the new issues that our Malaysian people must face are pandemics caused by Covid-19. Fortunately, our company, Golden Bakery, was able to turn a profit of around RM 15,000 in 4 months, which is a significant accomplishment given that all sales are increasing as a result of the pandemic. Most people will order from us because they are unable to go out. As a side benefit, we are also looking for agents who are interested in joining our team and require financial assistance to survive as a result of the pandemic.