



**Universiti Teknologi MARA (UiTM) Sabah**

**Faculty of Business Management**

**Diploma in Business Studies**

**FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)**

**BUSINESS PLAN**

**EXOTIC BITES**

**Prepared by:**

**Astriani binti Mohd Ariffin (2007205924)**

**Marcella Albert Jikiun (2007205904)**

**Nurul Hidayah binti Rosli (2007253724)**

**Prepared for:**

**Madam Imelda Gisip**

**MEDEC Coordinator**

**Date of Submission**

**19 April 2010**

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## **Executive Summary**

Exotic Bites Sdn. Bhd is a company that focuses on business retailing of cupcakes that operating their business in Suria Sabah Shopping Mall, which is situated at the heart of Kota Kinabalu, Sabah. The cupcakes come in different flavors and colors that symbolized the harmonious of the Malaysian people. Our company is not only sells cupcakes, but we also sell desserts such as special homemade 'ABC'. Although we are selling cupcakes and desserts, but we also want them to be healthy as well. Our products are comes with nutritious food, less sugar and calories, and the important thing is, our products are HALAL and comes with reasonable price.

The target markets of our products are families, tourists, workers who are working in the town and the students from the private institution in Kota Kinabalu as our business location is located in a very strategic area in the city. It came to our knowledge that our competitors are well establishes such as Big Apple, Starbucks and Secret Recipe, however, with our motto, "Creatively Different", we are different from our competitors as we provide something that will satisfied the taste of our customers.

## 1.0 Introduction

Nowadays, people would like to try and experience new taste in their meal. There are many tastes and flavors in our daily meal. There are sweet,spicy,sour and others. But most probably they are preferred sweet and tasty meal especially for their dessert serving. Beside sweet and tasty, healthyness are more likely to be concerned.

Therefore, we comes out with our retailing activities of various tasty cupcakes. We retail many kinds of cupcakes that are specially made according to our requirements. We make sure that the ingredients that being used are safe and healthy. The most important part is every cupcakes will contains only less sugar. Besides that, we added up some special secret ingredients such as exotic fruits ,exotic vege, and vitamins. Apart from that, we also provide some other desserts like Air batu Campur(ABC) in our menu. There are so many kinds of ABC such as Tapai ABC, Pulut ABC, Green Banana ABC and others.

We named our company as Exotic Bites Sdn.Bhd that focuses on retailing cupcakes and selling ABCs as desserts. The location of our company is at Suria Sabah, Kota Kinabalu. We can get our supply from the Mom Recipe Bakery,. The attraction of our business is we also provide carter service for functional and special events' order like birthday party, wedding and others. Main attraction is our products are suitable for everyone and events.

The future prospect of our business is to earn back our modal within six months and also earn maximum profit. Besides that, we also wish to expand our business throughout Sabah and Malaysia. We believe that our business can be success as cupcakes are an attractive product beside it's outlet is first time open at the city area.