



Freedom Bakery



**BUSINESS PLAN: SOCIAL ENTERPRISE  
FREEDOM BAKERY**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT 530)**

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## **1.0 EXECUTIVE SUMMARY**

Freedom Bakery is established with a mission and vision to make delicious pastries while simultaneously supporting criminals in earning money and providing job and learning opportunities in order to reduce the occurrence of reoffending. Freedom Bakery is a social enterprise based in Jalan Kuala Selangor, Kampung Merbau Indah, 47000 Sungai Buloh, Selangor. This company has been established in December 2021 by 5 owners that are committed and determined in involving themselves in business. We decided to establish and register this company as a partnership company as the conditions and requirements are suitable with our needs and desires. We also believe that partnerships have many advantages for other types of business.

Our company's products comprise cake, as well as numerous types of bread and pastries. For a variety of occasions and celebrations, Freedom Bakery can produce scrumptious personalised made-to-order cakes and pastries. The company has a good chance of succeeding because of our excellent reputation and work ethic. We will focus on the residential area around Sungai Buloh, Kota Damansara, Subang Jaya and Wilayah Persekutuan.

An analysis of our competition reveals that we will be up against a number of different businesses. According to the analysis, our competitors are concentrating on diverse target markets and marketing strategies. Our organisation has established a goal for itself to be able to set reasonable pricing. We are also seeking to be a successful bakery in Sungai Buloh, with the help of a strategically positioned location.

Our financial projection for profit is RM1,396,452 for year 1, RM1,466,275 year 2, RM1,612,903 for year 3, RM1,854,838 for year 4, and RM2,040,322 for year 5. We are expecting to produce 69,646 units of our main product per month. The total operating cost for the operation is RM101,455.90 on a monthly basis. The cost to produce one unit of cake is RM52.30 while bread is RM2.18 and pastries are RM4.80. We have 33 employees in total of which 12 employees are under contract and the remaining have a full-time relationship with our bakery. The finances of our business are being generated from a bank loan that is amounted to RM150,000 and an equity invested from the partners amounted to RM300,000 in total.



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## **2.0 COMPANY PROFILE**

Our purpose at Freedom Bakery is to focus on developing work skills within our target group. We're seeking low-risk convicts that are interested in learning how to bake. We are giving these communities hope for a better life when their sentence is completed.

Freedom Bakery is cooperating with Sungai Buloh Prison to provide a training segment for the convicts at that time. It will benefit them to obtain new expertise, and we may be able to relieve the societal problem of ex-convicts having a shortage of work prospects. As a result, the Freedom Bakery initiative allows low-risk convicts to reintegrate into society, perhaps reducing the length of their sentence.

The company's name is self-explanatory, with the objective of Freedom Bakery being to reduce Malaysia's reoffending rate by providing work opportunities. Aside from that, Freedom Bakery aims to inspire individuals and groups, as well as distribute information and skills that will enable communities to feed healthy people from the fields around them, enhance local economies, and cultivate food sovereignty. All profits from the sale of food and drinks in our bakery are used to fund employee wages, as well as training costs and social improvement projects for our employees.

The company's mission and vision is to manufacture an excellent pastry while also assisting convicts in generating money and giving employment and learning programs in an effort to stop the cycle of reoffending. Knives and hands are the key elements of our company logo. Symbolic of the hand, which may bring talents to the world despite having been used to commit a crime. Since the knife in the logo represents a significant period of carving with a knife capable of honing skills and maturity.