



ENT300

BUSINESS PLAN : NYUMMY BAKERY

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## **EXECUTIVE SUMMARY**

The Nyummy Bakery is one of the bakeries in universities that offers the suitable price to students for them to buy essential items. The bakery is mainly focuses on becoming a bakery that produces bakery products that uses premium ingredients and utilizes one of a kind recipes that is homemade. The company aims to achieve a high position in the retail bakery industry market based on the concept of student handmade and fresh for oven and brand specialty in the targeted market.

The bakery shop offers a wide variety of bakery products. Some of our best sellers are white bread, chocolate chip cookies, and budget cakes. All of the products are certified halal as all of the ingredients that is used are certified halal by JAKIM. So, the product that we sell can be bought by all.

Next, the business is led by a strong line up of management team. This team is led by Afdhal bin Baharin who has a small business experience at home and his products sold by his family's business have become the talk of the town. Then, we have Muhammad Nabil as an administration manager, Dzarif Nur Haziq as marketing manager, Afiq Rahman as an operational manager and Muhammad Faez Haikhal as financial manager. In addition, the employees hired are all have their experience in accordance with the position set within the company.

## **INTRODUCTION**

Nyummy Bakery is a bakery shop where we sell various types of cakes and pastries. We named our bakery shop as such because the meaning of yummy is delicious and we want the other customers to share the feeling with us.

All of our selling products are homemade where we bake them by ourselves and freshly serve for our customers. Our products are being made from bakery ingredients such as eggs, butters etc.

Besides that, our bakery shop has halal certificated from JAKIM where our products are guaranteed to be safe from ingredients that is not allowed by JAKIM. We will ensure that our bakery will always be clean from any dirtiness. So, our customers will feel at ease and comfortable when buying our products

Our bakery shop is located in UiTM Pasir Gudang where the students can easily find cakes and pastries at our bakery shop so that they do not have to go out from the university. Not just students, lecturers, other workers and also people who lives around this university also can buy our products.

We will keep introducing new products, so that our beloved customers can experience new taste of products that will satisfy their taste and preferences.