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## EXECUTIVE SUMMARY

**Company Name : Absolut Chocolat Sdn Bhd**

**Business Name : Absolut Chocolat**

Absolut Chocolat Sdn Bhd mission are to be a leading dessert company in Malaysia through online and offline store. The services of our company are providing dessert such as variety of delicious cake that exciting them while followed the new trend.

In this business there are five people who are the backbone, namely Seri Fazira Nuraisya as General Manager, Nur Zulaikha as Finance Manager, Amelin Najwa as Operation Manager, Nur Khairina Izzati as Administration Manager and Nur Ayu Nadia as Marketing Manager.

### **MISSION**

Absolut Chocolat arose from a shared passion for baking. The aim of this company as a local brand are to began exporting its products within the first two months of business. Singapore and Brunei were the first countries will receive the product. In the range of five months, this brand aim to expand its local operations covering both East and West Malaysia.

Another big plan for this company are to extend our sales over 10 Petronas outlets around Malaysia in first year. A factory in Taman Mount Austin will be act as both operation and management under one roof.

### **VISION**

To be a dessert company that strives to provide uncompromising quality of variety cake to our client in the most innovative and exciting way for them.



# ABSOLUT CHOCOLAT

Absolut Chocolat Sdn Bhd's mission is to be a leading dessert company in Malaysia through online and offline stores. The location of our warehouse is at Taman Mount Austin. Taman Mount Austin is located in Johor Bahru, Johor and it is suitable to be the main place to start up our business because of the environment and easy to get the supply. Our target market and usability of space at Taman Mount Austin will help Absolut Chocolat to rise. Our company saw the opportunity that this business has the potential of success in this area and can be leading in market share of this industry.

Next, we have registered our company on 25 June 2021 and start to operate on 1 January 2022. The services of our company are providing dessert such as a variety of delicious cake that exciting them while followed the new trend. Our main activity is a bakery. We make several types of cake such as moist chocolate cake, lava cake, and beverages. The main product of our company is the moist chocolate cake.

The aim of our company is to fulfill customers' preference for dessert. We aim to be the biggest platform where our cakes will be a big name in Malaysia, Brunei, and Singapore. Our method to sell the cake is by the agent or open some outlet at some gas station such as Petronas. Petronas has been chosen as it is quite famous in Malaysia for people to refill their gas at R&R.

Moreover, we establish this company to show that our local food industries especially dessert can be at the same level as international brands and will be customer demand. Our dessert also can be served in a big or important event such as weddings, hotels and private events. Our booking is just one call away. Our mission is to ensure that our brands give happiness and a great memory to our customers.

<b>Name of company</b>	Absolut Chocolat
<b>Nature of the business</b>	Our business serves a freshly bake and sweet cake and a cool side drink with a Malaysian preferred topping who are living near Johor Bahru
<b>Industry profile</b>	We provide a variety flavour of cake for our lovely customers
<b>Location of the business</b>	Taman Mount Austin, Johor Bahru, Johor
<b>Date of Business Commencement</b>	2022
<b>Factors in selecting the proposed business</b>	Normally, Malaysian love to eat cakes or dessert that are good looking in appearances and delicious inside it. This is the main reasons in selecting the proposed business as we like to be the first restaurant that comes out with unique taste and appearance of cake. Our aim is to successfully attract Malaysian and other people from around the world to love our unique cake including bring Absolut Chocolat to as one of the famous restaurants in Malaysia and internationally.
<b>Prospects of the business</b>	To expand the Absolut Chocolat business and open a new branch in Peninsular Malaysia and East Malaysia. We are hoping that Absolut Chocolat will be famous around the world with our uniqueness taste and appearances.