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CAKESTHETIC



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EXECUTIVE SUMMARY

This business plan is about the *Cakesthetic* which is of the business nature is selling many varieties of cakes such as mini pavlova, korean cakes, batik cake indulgence, Nutella brownies and Biscoff cheesecake. Our mission is to serve our customer with the top quality of cakes that going along to the best customer service in town. Our business is a café concept bakery with the mesmerizing design of the store that can give the insta-worthy types of pictures to our customers while they are buying our cakes. *Cakesthetic* is a partnership company with 6 members that contributed to the company.

Our projection of the business is to be one of the famous and best bakery cafés in Malaysia. At the same time, we want to build our name across the Malaysian market in food and beverages industries. Our target market is the local residents, parents, working adult and teenagers, students, and cake enthusiast. Our specialties are on the design and concept of the café with the handmade and skilled bakers of ours, it will give the best experience to our customers and make our business stand out from the others. Our business *Cakesthetic* will give the profit to the business organization because this business plan is the guidelines for us to make the organization run on the right track.

All of the partnership members have their own responsibility in the management of the business. The general manager will be the leader of all management team to leads the organization achieve its goal. The administration management will cover on how much workers do we need and the roles of every manpower and scheduling. The marketing team will reach the target market with various way of marketing method such as advertising and promotion. The operation manager will give the details of the product used and the machinery needed for production of the cakes. The final key components of management are the financial manager who is in responsible to take care the organization financial to ensure that the organization use the budget allocated efficiently and have a good financial structure to attracts more investors to invest in our business.

1.0 INTRODUCTION

Cakesthetic is a partnership type of business that based on Taman Scientex, Pasir Gudang, Johor. We are a food and beverage industries that sells cakes on that area. This area is suitable because it has all our target market which is, student, local residents, working adults and parent. Our business shop is located near the residential area. Our cakes are suitable for they to have a desert that can give them a better mood for the whole day. Because the details in our cakes, the flavors, the balance of the sweetness and the design will make them eventually lost in happiness after have a bite of our cakes.

Our company also to want to build a strong market position on the Pasir Gudang area in cakes business. We want to be a leader in cake and desert business in Pasir Gudang because with our top quality of cakes, reasonable prices, and we also provide varieties of cake to be choose by our customers and our beautiful concept of café that can make our customer who love photography to come repeat at our shop.

1.1 Name of the Business

Our business name is a little bit simple since we really like bakery such as cakes and an aesthetic café, so we decided to merge between (cakes + aesthetic) and it comes the *CAKESTHETIC* as our business name. Reason why we chose this kind of name because it is easy to remember by our customer or audience and it will give them the instant picture in their head what are our business about. *CAKESTHETIC* also will attract people who loved to take aesthetic picture to come over to our café.

1.2 Nature of Business

Our business is focused on baking especially cakes such as, Korean cake, Pavlova, and Biscoff Cheesecake. We have our own specific target market, which is we are about to induce young people and teenagers to come to our place especially girls and women. We acknowledge that girls and women loved to take picture of something aesthetic and loved to eat something sweet and mouthwatering food. Also, they like soothing and fancy-like places and café is the best idea to catch their attention. Unlike boys, they would love to hang out at *mamak* with the boys. They probably won't go there alone or with the boys, but If for a date, we are pretty sure they will choose places like our café.