

SEASON

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SEASON BAKERY & CAFE

FACULTY OF APPLIED SCIENCE

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BUSINESS PLAN

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SEASON BAKERY AND CAFE

Season Bakery & Cafe is a bakery that offers the best bread, pastries, and coffee that was freshly made by us from our bakery with desserts that complete the meals to our beloved customers. Season bakery & cafe provides high quality, fresh, clean, pure, and most important Halal. Coffee and bread can give satisfaction to our customers which are in line with the bakery's vision and mission. Season Bakery & Cafe the main objective is to provide sweet treats, which customers enjoy on special occasions or simply to make everyday occasions more special. Season Bakery & Cafe takes care of the quality of our products and the Halal status of each product used in our bakery to gain people's trust and loyalty. This business is a partnership business with five leaders that hold important POSITIONS in the organization which are Puteri Aishah Adliah Binti Kamaruddin as General Manager, Masturina Binti Abdul Naser as Administrative Manager, Hanny Farisya Binti Ros Osmawi as Operational Manager, Fariesha Adila Binti Ahmad Sazali as Financial Manager and Nuremylyana Mohd Mohely as Marketing Manager of Season Bakery & Cafe. With all these important positions, we will make sure Season Bakery & Cafe will achieve all of its objectives and run the business smoothly with several planning for several consequences and problems that might occur during running this business. Season Bakery & Cafe is located at 241-B Lorong Nibong, Off Jalan Ampang, 50450, Kuala Lumpur where we believe it is a strategic place to grow our bakery in the upcoming months and years. Besides, the place was surrounded by good scenery and a green environment that makes people feel relaxed and can release stress while enjoying our bread, pastries, and coffee. Our marketing strategy is to provide high-quality products with guaranteed Halal status because we care about our customer safety and health. We are planning to aim for teenagers as our major customers and adult as well. It is because, in this era, most of them are always up-to-date and always find classy places and vibes in line with what was trending at that time.

INTRODUCTION TO THE BUSINESS

Our company's name is Season Bakery & Cafe Sdn. Bhd. The main purpose of this business plan is to propose our business for bankers, investors, entrepreneurs, financial assistance providers, suppliers, customers, and employees. Season Bakery & Cafe Sdn. Bhd is a partnership business of 5 partners. This company was founded by Puteri Aishah Adliah Binti Kamaruddin, General Manager of Season Bakery & Cafe.

Season Bakery & Cafe is a bakery where you can relax while having a cup of coffee for refreshment alongside desserts, cakes, and pastries or bread. It has the unique characteristics of a bar due to its food selection. Besides, Season Bakery & Cafe emphasizes fast internet services to its customers. This transforms a bakery into more than just a location to have tasty bread, it may also be combined with other activities to enhance the experience.

Season Bakery & Cafe aspires to provide a welcoming space for social gatherings where individuals may engage in a variety of activities. This bakery provides high-quality desserts as well as a unique coffee flavor that differs from other competitors. this bakery also offers specialty bread, which will be made in a sourdough way with the addition of such luxurious ingredients as Parmagian cheese with fresh ground pepper and dried Michigan cherries with roasted pecans. Our bakery also produces white and wheat Sandwich Breads with a soft crust and a tender crumb for traditional American Style sandwiches.

This bakery sets a standard for our consumers in terms of high-quality products and services. Customers are important to Season Bakery & Cafe and it is crucial to begin positive personal contact with them. This bakery will become close to the customer's heart by providing joyous moments via our tasty and special brand experiences.