

ABSTRACT

Bandung adalah kota dengan kuliner yang beragam. Berbagai jenis makanan, berat dan ringan, diminati penikmat dari dalam dan luar kota. Salah satu makanan yang dinikmati di Bandung adalah *cakes* dan *cupcakes*.

Bisnis *cakes* patut diperhitungkan keberadaannya di dunia bisnis. Makanan jenis ini diminati dalam berbagai perayaan seperti ulangtahun, pernikahan, peringatan *baby one month*, atau bahkan sekedar hanya untuk dinikmati bersama orang terdekat. Berdasar hal tersebut *Keiku Cake* memberanikan diri untuk maju menjadi salah satu calon bisnis yang matang dengan menawarkan menu utama yakni *cakes* dan *cupcakes* yang sehat, enak, dengan tampilan yang dapat disesuaikan dengan minat pembeli.

Keiku Cake hanya menggunakan bahan yang aman bagi kesehatan, namun tetap mengutamakan kualitas rasa dan tampilan. Adapun dalam segi seni, produk-produk *Keiku Cake* mengikuti tren masa kini.

Business Plan ini disusun untuk menjelaskan secara rinci mengenai *Keiku Cake*. Latar belakang mengapa *Keiku Cake* didirikan, beserta analisa *SWOT* yang akan dihadapi bisnis ini di masa mendatang, aspek pemasaran, aspek operasional, aspek sumber daya manusia dan juga aspek keuangan akan dibahas dalam *business plan* ini.

EXECUTIVE SUMMARY

Experience delightful moments of enjoying delicious and pleasant cakes, and cupcakes at Keiku Cake. All variant of cakes and cupcakes are ready to be decorated according to your order, whether 2D or 3D. KC provides yummy, healthy, sophisticated cake decorations yet affordable price cakes and cupcakes. Made by experienced baker, KC's cakes and cupcakes are ready to be enjoyed for special events such as birthday, wedding and baby one month.

This business plan is prepared to obtain financing in IDR 276,761,031.20. This amount of money is required for shop display making, equipment purchasing, and covering expenses in the first year of operations. KC will have profit of IDR 310,284,169.80 in the first year. To expand this business, investment from the owner is needed in the future.

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