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BACKGROUND OF BUSINESS

A. Who are we

We are a home-based bakery specializing in freshly baked cakes, cookies and desserts, serving individual customers and catering to various special occasions and events.

B. What do we do

We specialize in producing and selling a variety of freshly baked cakes, cookies, desserts and other bakery products from our home-based operation. Our products are supplied to vendors, while we also receive orders through our appointed sales agents. In addition, we accept customized orders for special occasions such as birthdays, weddings, family gatherings and other events. To further expand our customer base and increase sales, we participate in exhibitions, bazaars and other promotional events. We promote our products mainly through WhatsApp and word-of-mouth referrals, supported by our existing base of regular customers and repeat orders.

C. When did we start our business operations

We started our business operations since 2021.

D. Where we are operating our business in

We currently operate our business from a home-based premise in Alor Gajah, Melaka. Previously, we operated from a physical stall but have since transitioned to a fully home-based operation due to the limited space at the stall.

E. How much have we invested into the business to-date

Up to date, we have invested approximately RM 50,000 into the business.

F. No. of Outlets/Branches we have now (if any)

N/A

G. Our Financial Summary

Year	Turnover	Total Expenses	Profit / (Losses)
2025	221,000.00	198,900.00	22,100.00
2026 up to date ^	128,900.00	116,010.00	12,890.00

H. Experience of our Key Management Team

The owner has approximately 10 years of experience in the industry. Prior to setting up her own business, she was already involved in this industry for many years.

I. Staffing – Staff Strength

Owner – 1

Staff – 2 (1- full time & 1-part time)

J. How we intend to use and repay the funds

We intend to utilize the funds as working capital to purchase baking ingredients, packaging materials and other supplies, as well as to support increased production and fulfil growing customer orders. Our business is supported by an existing customer base, repeat orders and multiple sales channels, including direct customers, sales agents, vendors and special events. Through the cash flow generated from our ongoing sales and recurring customer orders, will enable us to repay the funds in a timely and sustainable manner.

K. Other supporting information about our company