

DEVELOPMENT OF DE'SWITZ FST BAKERY CAFÉ AT THE FACULTY OF SCIENCE AND TECHNOLOGY, UNIVERSITI KEBANGSAAN OF MALAYSIA (UKM)

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ABSTRACT

De'switz FST bakery is wholly owned by Switz Baker Enterprise (SBE) which are developed by seven students from the Food Science with Business Management/ Nutrition Programs of the Faculty of Science and Technology (FST), UKM. They are doing this under the Centre for Entrepreneurship and SMEs Development (CESMED) in UKM with the support from the FST. The course is known as CMIE 3016 – Senior Start-Up, and the objective is to provide opportunities for students to apply basic knowledge in entrepreneurship. The course runs for two consecutive semesters and are delivered through e-learning and in-class discussions involving the identification of business opportunities, development of business model canvas, marketing techniques, accounting management, and the construction of a business plan. Students will develop products/ services that they identify, marketing strategies, establishing companies, and provide a business plan to be presented for the purposes of 'pitching' to investors. At the end, students will have the experience to build their companies and work on them. In addition, the students also must write a report on the business that they have developed.

The idea of setting up a bakery café was initiated by their lecturer who has an R&D link with an international bakery factory based in Selangor, Malaysia. The **challenge** was to meet the target sales of RM1,000.00 and finding a strategic location. The students initially visited a similar café at Multimedia University (MMU) and conducted a marketing survey both at that university and UKM. They had to face other **challenges** such as obtaining capital, achieving target sales by selling at several functions, installation of 15 amp sockets etc. The **solution** was obtaining the bakery cafe at the Student Activity Center, FST, UKM. Other **solution** was having an agreement with the bakery factory which provided them training, loan equipment and ideas on how to improve sales. Their customers are UKM students, lecturers and other staffs from the FST and the Faculty of Economy and Management (FEP) due to their locality to the bakery cafe. Promotional methods used are via social media including facebook, twitter and instagram and advertisements via poster, bunting and flyers distribution. The 13 types of products are sold between RM2.00 to RM4.00 each and having profit margin of 25% to 104%. The sales for the first two weeks in November 2014 was at RM7,275.00. Their target sales is expected to increase to RM30,000.00 per month. As a **solution**, some of their profits will be used to improve the bakery facilities. An endowment fund to contribute 5% of their profit will be created to increase students' entrepreneurial activities at the FST. This is one of the successful entrepreneurial activities since the program was first introduced to the FST in 2013. Other **benefit** is that they have met the target sales and presented a good report. It also fulfills the CESMED's objectives which are to promote and develop an entrepreneurial culture, providing students with entrepreneurial experience and consultancy services through entrepreneurship education towards a sustainable company.

Keywords: CESMED, De'switz FST bakery café, Faculty of Science and Technology, Switz Bakery Enterprise, Universiti Kebangsaan Malaysia.

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