

Title of Thesis	A Study on Business Strategy Management of Bakery Café in Miri
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ABSTRACT

The purpose of this research is to study and research the bakery café business in Miri. The study is conducted located at Miri, Sarawak. For this research, quantitative method is used. There are 50 questionnaires were distributed, all were returned and utilized for this research. A questionnaire was developed and used to gather data for this research. Based on the data analyzed, the peak period of the sales for a bakery are during weekend evening after 5pm and weekday evenings after 5 pm. Besides, environment is the most important unique selling propositions in the bakery café in Miri. The service of the bakery also quite important for a bakery to keep the customers. Last, the price of the items is an essential consideration for the respondents when they purchase in a bakery café. Therefore, always control the bakery's café products to manage product quality more efficiently. Great tasting products always sell well, and are also what will keep customers coming back to the bakery café. Remember that, every bakery café should provide great customer service to every customer who walks through the bakery café. Hence, make sure that the bakery café provides great customer service too. In the future, the bakery café business may also join the ranks of the home delivery service since home delivered foods offer convenience nowadays.