

**UNIVERSITI TEKNOLOGI MARA**

**FAKULTI SENI LUKIS DAN SENI REKA**

**DIPLOMA SENI REKA PERINDUSTRIAN  
AD 114**

**KING TAUFU CORNER**

**PREPARED BY :**

<b>MOHD EZWAN B MASDAR</b>	<b>(2000513249)</b>
<b>HAYATI BT ILIAS</b>	<b>(2001386537)</b>
<b>KAMAL IZWAN B BAHARUDDIN</b>	<b>(2001374629)</b>
<b>RIZAL B ALI</b>	<b>(2001669078)</b>
<b>ABD HAFIZ B MOHD NATAR</b>	<b>(2001105867)</b>
<b>NUURAINI BT MD SAAD</b>	

**PREPARED FOR :**

**PN FAUZIAH PAWAN**

## **TABLE OF CONTENTS**

- SECTION 1 : EXECUTIVE SUMMARY**
  - SECTION 2 : PURPOSE**
  - SECTION 3 : BUSINESS BACKGROUND**
  - SECTION 4 : PARTNERS' BACKGROUND**
  - SECTION 5 : ADMINISTRATION PLAN**
  - SECTION 6 : MARKETING PLAN**
  - SECTION 7 : OPERATION PLAN**
  - SECTION 8 : FINANCIAL PLAN**
- APPENDICES**

# **SECTION 1**

## **Executive Summary.**

After all the research and observation on the other business nowadays, we have decided to name our Cafe as King Taufu Corner ( KTC ) because it is appropriate with our goals to introduce to the customers the choice of variety type of Yong Taufu and food base on tauhu to replace old habits like others fast food businesses with nutritious and good tasting recipes. The form of our business is partnership of six persons which each partner plays an important role to establish this business. The location of our Cafe is in Ground Floor ( G 39 ), Plaza Alam Sentral, Shah Alam, Selangor.

Our business capital is contributed by each partner ourselves. This shows our commitment and believe that this business one day will lead the fast food industries. This capital includes all costs such as Cafe renovation, hire purchase for machine, equipment, purchasing raw material and all requirements which are necessary.

We prepared to take a risk when choose this field of business although we know that there is only a small amount of Bumiputera Entrepreneurs reentering into business. We ensure that this business has potential to grow. Our future plan is to open a few branches of our Cafe all over the country in order to fulfill the customers demands and be the role-model of other Bumiputera entrepreneurs to success.

# **SECTION 2**