



# Universiti Teknologi MARA Sabah

## Kota Kinabalu Campus

### FUNDAMENTAL OF ENTREPRENUERSHIP (ETR300)

### 'KK TIME SQUARE STARBUCKS COFFEE'

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## INTRODUCTION

Starbucks Coffee is highly recognized Coffee shop all over the world. The sales, risk, revenue, expenses is already known by us and the products are not a secret to the Sabah community anymore.

In Sabah, there are only 5 Starbucks company which is at 1Borneo (2), Center Point, Warisan Square, and City Mall. The location of this places and Times Square is quite far, hence, we are taking this opportunity to bring this famous coffee premise into this part of Kota Kinabalu. Since there are other companies that provide this kind coffee shop concept such as Coffee Bean, we have set a clear vision, mission, and objective according to the SMART objective.

Starbucks maybe thought to be a place for old people, however, we do not want this kind of thought to jeopardize our plan. So we are trying to change the outlook of people and try to attract younger generations to come to our Starbucks. In our observations, other Starbucks Company in Kota Kinabalu hires young workers. By hiring young workers, people will have a different overview on Starbucks as it is not only for old people, but for all age group.

The beauty of Starbucks is that it will be a place where people can relax with good and high quality environment. Instead of wasting time doing nothing good, people can take their free time opportunity have a quality time at Starbucks. Besides, the prices can be considered as reasonable given the quality of facilities and environment provided.

We have chosen the location Times Square because by the time of its full completion (2009), it will be surrounded by 348,148 citizens, increasing the number

of our customers. It did not stop there. The area which Times Square is in now is a highly developing. In other word, this location is a gold mine.

This business is not new in Sabah and the impact or the respond from the community is already known. There is no business in this world that does not have any risk. No matter how big the risk is, a detail planning and research is very crucial to avoid failure. Attached with this business plan is our detail planning, research and forecast of what we expect out of this business logically.

### 3.0 OBJECTIVES

#### 3.1 Short term objectives:

- 1) Profitability
  - To generate maximum profit from the capital.
- 2) Customer satisfactions
  - Our company will make customer feel as they were in other places where they can relax their mind and enjoy their coffee.
- 3) To monitor how people react to this kind of business and make proposal to the franchisor for improvisation in planning or managing to improve our performance and sales.

#### 3.2 Long term objectives:

- 1) Enhance the business
  - Enhance our business, which means making our Starbucks outlet bigger in terms of popularity and sales.
  - To be the leading Starbucks company Sabah.
- 2) Give an effective service
  - Improve services in our premise by time to time and refer to the franchisor for the employees training and development.