



**FACULTY OF INFORMATION STUDIES  
MARA UNIVERSITY OF TECHNOLOGY  
SEGAMAT**

**DIPLOMA IN INFORMATION MANAGEMENT  
(IS 110)**

**ENTREPRENEURSHIP  
(ETR 300)**

**BUSSINESS PLAN:  
SAFFAS BOOK CAFE**

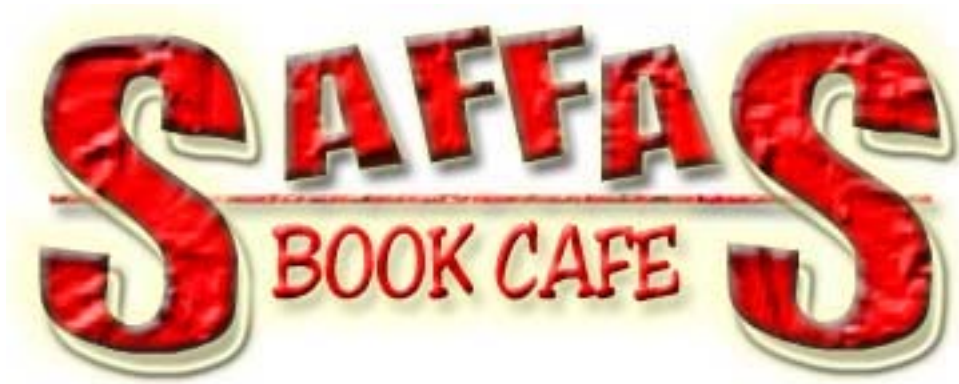
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**PREPARED FOR:  
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**4 MAC 2005**



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**SYED SUBKI BIN SYED SHAHARUDDIN**

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## **EXECUTIVE SUMMARY**

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SAFFAS Book & Café is not like other ordinary café. It will provide a unique dining place with various leisure-reading materials such as magazines, newspapers, novels and comics. Besides that, SAFFAS Book & Café will introduce a new concept store where the pleasure of reading is brought to a wide new level. Spoilt for choices, SAFFAS Book & Café offer you a wide range of reading materials catered for all ages. Choose from our selection of books and unwind while enjoying an assortment of food and beverages in a homely and casual environment all under one roof.

SAFFAS Book & Café is formed based on partnership consist of 6 partners with variable responsibilities and tasks. Our partnership business is also incorporated under the Business Registration Act 1956 (Amendment 1978). Our business will be operated under Perdana Condominium, in Damansara Perdana area of Selangor Darul Ehsan. We registered our business on 1<sup>st</sup> June 2005 and we will start run this business on 1<sup>st</sup> January 2006.

We decided to run this business in order to nurture reading habits among our society. As we all know, Malaysian lacks with reading habits. With the existence of SAFFAS Book & Café, we can nurture reading habits among customers as well as enjoying our meals.

## LETTER OF SUBMISSION

Entrepreneur Students (ETR 300)  
Six Semesters,  
Diploma In Information Management,  
UiTM Segamat Campus,  
85009 Segamat, Johore.

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En. Yamin Bin Kamis,  
Lecturer ETR 300,  
UiTM Campus Segamat,  
85009, Segamat, Johore.

Sir,

### **Submission The Business Plan Report For ETR 300 Subjects.**

According to the above, we are glad to submit a complete project paper of Business Plan Report in followed with the suitable procedures and appropriate description.

2. This business Plan are prepared for easily to your party assess our ability and future potential to in charged the business in systematic in the competition on business world.
3. This proposal act as guideline to our membership in established and enhance the product quality and performance in the future.
4. We also thanks to the course tutor of ETR 300 for the guideline and advice for this successful project paper. We are hoping that we can satisfy your party with our project paper.

With our respect to your consent, I'm ending this letter with thank you very much.

Yours sincerely,

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(Arziril Alim Bin Azizi)  
Manager, SAFFAS Book Café

## ACKNOWLEDGEMENT

Assalamualaikum w.b.t.

All our proud and praise to Creator Allah S.W.T and Prophet Muhammad S.A.W.

Alhamdulillah very thankful to Allah S.W.T. because of his blessing to us we had been complete our project paper ETR 300 with successfully.

In this modern world, working in business industry are more important, so we hope with this business plan proposal, it can be our guidelines to enter the business world and much effort has been put to make the business people educative.

This business plan can be effectively used for those who like to create a new business or to the new entrepreneur.

Of course we cannot deny that we had faced this many obstacles and problem in order to finish up and complete this project. However, benefit from tolerance and responsibility from the whole partners and non-stop effort with the assistance and advises from many parties especially our lecturer En. Yamin Bin Kamis with success to finish it gratefully.

Finally, it is hope that this business plan proposal will be a valuable guide to those who which to know how the business is working clearly, correctly and effectively.

Thank You.