



FUNDAMENTAL OF ENTREPRENEURSHIPS (ENT300)

BUSINESS PLAN

FineByMe Cafe

Food Industry

PREPARED BY

FACULTY & PROGRAME : Faculty of Business Management (BM111)

SEMESTER : 5

PROJECT TITLE : Business Plan for FineByMe Cafe

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SUBMISSION DATE

11/06/2018

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LETTER OF SUBMISSION

EN T300 students,
Diploma In Business Studies,
Universiti Technology Mara (UiTM),
Kampus Mukah
Km 37 , Jalan Oya,
96400, Mukah,
Sarawak.

Madam Agnes Kanyan,
ENT300 Lecture,
University Technology MARA (UiTM)
Km 37 , Jalan Oya,
96400, Mukah,
Sarawak.

10 June 2018

Dear Madam,

SUBMISSION OF BUSINESS PLAN PROPOSAL (ENT300)

As representative of our business, FineByMe Cafe, I would like to submit our business plan for your valuation and further action. We are very grateful for all the support and advice that have been given by you in order to accomplish this business plan until final completion to time given respectively.

2. Our group ENTR300 (Fundamental of Entrepreneurship) had given us the experience and clear views on the fundamental on how to start the business. The experience may help us after graduation from UiTM and toward self-employment which may reduce the unemployment rate among the graduates Students.
3. we hope that business plan that we proposed does fulfill your equipment. Any mistake or lack in any areas falls fully on us and we appreciate any comments or remark on our project in order to help us to improve it and ourselves as well. Thank you for your guidance and time to go through our business plan analyzing it. Finally, with all our efforts, we hope that you will approve this business plan.

Yours sincerely

(Yeltsin Jefferson Yong)
General Manager
FineByMe Cafe

EXECUTIVE SUMMARY

FineByMe Cafe is a business that provide food to the customer. Our business form of partnership business that consist of four members, whereby the entire will give full support toward this project.

Our business serve western food to the customer which will open on 07.00 AM -09.00 PM of operation hour and for our business hour start 08.00 am-08.00pm on Monday to Saturday, Sunday is offday. Our target market is Polytechnic Students,UiTM Mukah Students, and Resident Mukah.

Our business serve has high potential in making profit. This is because we contribute an affordable price which RM6.00 to RM8.00 and we serve an simple easiers food which is Chicken Nugget. We have three menu including one main menu there is Chicken Nugget Original, Spicy Chicken Nugget, and Chicken Nugget with Coated Nachos the main menu. In future we aspect that this business can expand throughout Malaysia from two or three years.

Our members consist of four member and each has their own responsibilty in the business. We as a team agreed to select Yeltsin Jefferson Yong as General Manager and Adminisration Manager, Edinburgh Anak Edward Emprang as Marketing Manager, Joshua Joseph as Operational Manager and Benendict James Anak Dunstant Melling as Financial Manager. To select the position of our business is done through a consesus among the partners, but selected based on their experiences, skills and ability to hold the position.

The General Manager is the lead of the company business. He will responsible for all decision making and management of the company with discussion from the director of the of broad, as he also lead the controls plan and assist the other five shareholders.

The Administration manager has huge responsible on our goals and strategies of our business plan. He also responsible on the work of of office administrative work, job descriptions, chart organizations, remuneration and Management.

The Marketing manager responsible as to capability to speak confidently to the customer and might influence the customer attraction toward the business.he also control plan and assist four shareholders.

The operational responsible to monitor the management of output in business ans arrange the oppotunity cost of resources.

The financial manager lastly, incharge of profit and loss in account, cash flow,balance sheet, trade profit.

0.1 GENERAL PLAN

1.1 INTRODUCTION

Name of the business	: FineByMe
Nature of the business	: Partnership
Industry profile	: Food Industry
Business location	: Taman Boulevard Setiaraja, 96400, Mukah
Date of commencement	: 1 January 2019
Factors in selecting the proposed business	a) Because food industry market easy to enter. b) Many existing business to take as example for helping our business
Future prospects of the business	a) Enlarge the business b) Can compete with well known other food business in Malaysia