



**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)
BUSINESS PLAN**

NAME OF COMPANY: HOTSANDWICHPORT CAFE

TYPE OF BUSINESS: SANDWICH

PREPARED BY:

FACULTY: FACULTY OF BUSINESS MANAGEMENT

PROGRAMME: DIPLOMA IN BUSINESS MANAGEMENT

SEMESTER: 5

PROJECT TITLE: BUSINESS PLAN

GROUP MEMBERS:

NAME	STUDENT ID
MOHD FITRI BIN ABDUL TAIB	2015767405
GREGORY GHAUSE AK VALENTINE	2015199987
JOHANES PAUL AK GANYA	2015361707
BILLY AGGLAN ROBERT GALANG	2015724729

PREPARED FOR: MADAM AGNES KANYAN

SUBMISSION DATE: 11 JUNE 2018

TABLE OF CONTENT

NO	CONTENTS	PAGES
1	Cover Page	1
2	Tables of contents	2-3
3	Acknowledgement	4
4	Executive summary	5
5	Introduction	6
6	Letter of submission	7-9
7	Letter of partnership agreement	10-12
8	1.0 General Plan	13
	1.1 Introduction	14
	1.2 Purpose of the Business plan	15
	1.3 Company Background	16
	1.4 Business Logo and Motto	17
	1.5 Partner Background	18
	1.5.1 General and Administration Manager	19
	1.5.2 Marketing Manager	20
	1.5.3 Operational Manager	21
	1.5.4 Financial Manager	22
	1.6 Location Of Business	23
	1.6.1 Location	24
	1.6.2 Correspondence of Address	24
	1.6.3 Factors in Selecting Location	24
	1.6.4 Physical Location of the Business	25
9	2.0 Marketing Plan	26
	2.1 Introduction	27
	2.2 Objectives	28
	2.3 Services and Production Description	29
	2.4 Target Market	30
	2.5 Market Size	31
	2.6 Competitors	32
	2.7 Market Shares	33
	2.7.1 Before HotSandwichPort Cafe enter market	33
	2.7.2 After HotSandwichPort enter market	33
	2.8 Sales Forecast	34-35
	2.9 Marketing strategies	35-38
	2.10 Market Budget	39
10	3.0 Operational Plan	40
	3.1 Introduction	41
	3.2 Objectives	42
	3.3 Operational Strategies	43
	3.4 Operation and Business Hour	44
	3.5 Operational Chart Symbol	45

EXECUTIVE SUMMARY

The business plan is based on partnership where it consists of four members, Mr. Mohd Fitri Bin Abdul Taib as General Manager and Administration Manager, Mr. Gregory Ghouse Ak Valentine as Marketing Manager, Mr. Johanes Paul Ak Ganya as Operational Manager and Mr. Billy Agglan Robert Galang as Financial Manager.

We have decided that to establish our company which is HotSandwichPort Cafe at 1st floor, Jalan Wawasan, Bandar Baru Mukah, 96400, Mukah, Sarawak. We choose this location because it is easy and accessible for customer to come to our cafe and decrease the number of competition among others cafe. By choosing the strategic location, it will lead to the increasing sales and profits of the business. For choosing this location it might be easy for us to reach our target market in order to achieve the objective. HotSandwichPort Cafe will be commences on the 1st January 2019.

In our "HotSandwichPort Cafe", we providing a product, type of fast food product which is sandwich. Apart from that, our company have offer service by providing a comfortable environment, good customer service and fast delivery to customer's order. We choose this business because it have a chance and potential to success in future and gain more profit.

Lastly, our vision is to be the best among the best cafe and to be well known among people and achieve worldwide market. By that it is important for the operation of the business to operate effectively and efficiently to satisfied customer needs and want. Every managers holds their own roles to make sure HotSandwichPort Cafe are able to operate well and gain trust and positive feedback from customers.

INTRODUCTION

A business plan is a guideline for us to learn how to manage a business in future. The project is described of what will we plan to do and how we plan to do in our business. This business plan could be used by firms that are trying to attract key employees, prospect for new business, deal with the suppliers or simply to understand how to manage their companies better.

In a business plan project its consists of your business goals, the strategies for us to achieve the goals, potential problems that may confront our business and ways to solve and improve it, the organizational structure of our business and finally, the amount required to finance your venture and keep it going.

This business plan are consists of seven key components to be done. The key was executive summary, business description, market strategies, competitive analysis, design and development plan, operations and management plan and financial factors.

In conclusion, through this business plan, it could help us to understand in planning business in future. This business plan also could help us as guidelines to lead our company to the success in worldwide market or global market.

LETTER OF SUBMISSION

Diploma in Business Studies,
Semester 5,
University Technology MARA (UiTM) Mukah Campus,
KM 37, Jalan Oya,
96400 Mukah,
Sarawak.

18 March 2018

Madam Agnes Kanyan,
Entrepreneurship Lecturer (ENT300)
University Technology MARA (UiTM) Mukah Campus,
KM 37, Jalan Oya,
96400 Mukah,
Sarawak.

Dear Madam,

SUBMISSION OF BUSINESS PLAN PROPOSAL

Referring to the subject stated above, we would like to submit the proposal of our project paper for or ENT300 subject.

2. The business plan was completed according to the guidelines and requirements given according to our syllabus. This business plan also constructed to serve as a blue print and guide for a business proposal venture which covers administration, marketing, operation and financial aspects.