



UNIVERSITI TEKNOLOGI MARA

ENT 300 :ENTREPRENEURSHIP
BUSINESS PLAN FOR FRUITY CAFE

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TABLE OF CONTENTS

CONTENTS	PAGE
INTRODUCTION	1
Executive Summary	2-3
Purposes	4
Company Background	5
Logo & Meanings of Logo	6-7
Halal Certificate	8
Mission & Vision	9
Motto	10
Partners Background	11-20
Partnership Agreement	21-26
Location of Business	27
ADMINISTRATION PLAN	28
Organisational Chart	29
List of Administrative Personnel	29
Schedule of Tasks and Responsibilities	30-31
Schedule of Remuneration	32
List of Office Equipment and Supplies	33
Administration Budget	34-35
MARKETING PLAN	36
Profile of Product	37
Marketing Objectives	38
Target Market	38-39

Market Size	40-41
Competitor List	42
Market Share	43
Sales Forecast	44-45
Marketing Strategies	46-50
Marketing Budget	51
OPERATION PLAN	52
Operation Process	53
Process Flowchart	54
Capacity Planning	55
Material Requirement	56
List of Machines and Equipment	57
Layout Plan of Operation Area	58
Operations Overhead	59
Operations Budget	60
FINANCIAL PLAN	61
Project Implementation Cost	62
Sources of Financing	63
Table of Depreciation	64-65
Loan Amortization Schedule	66
Hire Purchase Repayment Scheme	67
Cash Flow Proforma	68
Profit and Loss Proforma	69
Balance Sheet Proforma	70

1.1 Executive Summary

Name of company:	Fruity Cafe
Nature of business:	Producing and selling healthy fruit drinks in which we are using fresh fruits such as dragon fruit, banana, durian, honey dew, watermelon, papaya and many more. The uniqueness of our fruit drinks is we add the “sunnah foods” such as raisins, dates and many more as the toppings and we did not use any sugar in the juice.
Industry Profile:	In Malaysia, the business of healthy fruit drinks in industry is quite advanced. This kind of business having a positive potential to be success since it has been received well by the community.
Location of the business:	Jalan Sulaman Highway, LOT A 00-01 First Floor, 1 Borneo Hypermall, Kota Kinabalu
Date of business commencement:	10 September 2016
Factors in selecting the proposed business:	1) To improve the quality business selling and producing healthy fruit drinks in Malaysia especially. 2) To fulfill the needs of people on getting the healthy fruit drinks.

3) To encourage people from all group of ages to maintain and improve the health of their body.

Future prospects of the business:

1) Able to gain continuously profits.

2) Able to open more branches all over Malaysia.

3) Able to attract more potential investor